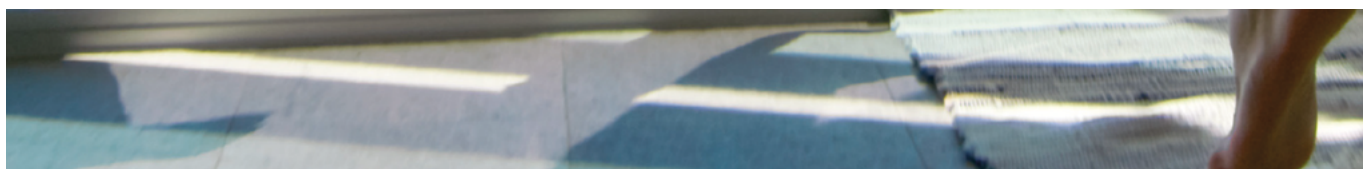




# **CORPORATE DOSSIER**

[cardenas-grancanaria.com](http://cardenas-grancanaria.com)





## TABLE OF CONTENTS

<b>01.</b>	ABOUT US	3
<b>02.</b>	15 REASONS TO CHOOSE CARDENAS	11
<b>03.</b>	INVESTING IN THE SOUTH OF GRAN CANARIA IS TO INVEST IN QUALITY OF LIFE	14
<b>04.</b>	OUR SERVICES	16
<b>05.</b>	WHY COOPERATE WITH OTHER REAL ESTATE AGENCIES?	24
<b>06.</b>	MEMBER OF BOICAN	25
<b>07.</b>	MEMBER OF AGORA	25
<b>08.</b>	REFERENCES	26
<b>09.</b>	ASSOCIATIONS AND AWARDS	27





# 01 | ABOUT US

Cárdenas Real Estate, founded in 1980 is a company based in Arguineguín. We are specialists in the sale of properties in the south of the island and work hard to provide you with all the honest and professional advice needed when selling or buying property in Gran Canaria. In spite of our recognised prestige in Gran Canaria and our position as a reference point in the area, during these past 40 years we have maintained our character as a family business: we accompany our clients throughout the whole real

estate process and offer a close, empathetic and friendly service, in your preferred language. We are currently the leading agency in the market in the south of Gran Canaria, with an effective combination of local expertise and international reach. We are the only agency with 4 offices in the South of the Island and which has an office exclusively dedicated to legal and tax services.



## OUR MISSION

Serving, advising and accompanying individuals in their real estate transactions ensuring that they are provided with a safe and pleasant experience.



## OUR VALUES

- Vocation of service.
- Excellence in everything we do.
- Transparency.
- Honesty.
- Security in transactions.
- Commitment to our colleagues, suppliers and customers.
- Continuous innovation.
- Daily enthusiasm.
- Professional-personal balance.





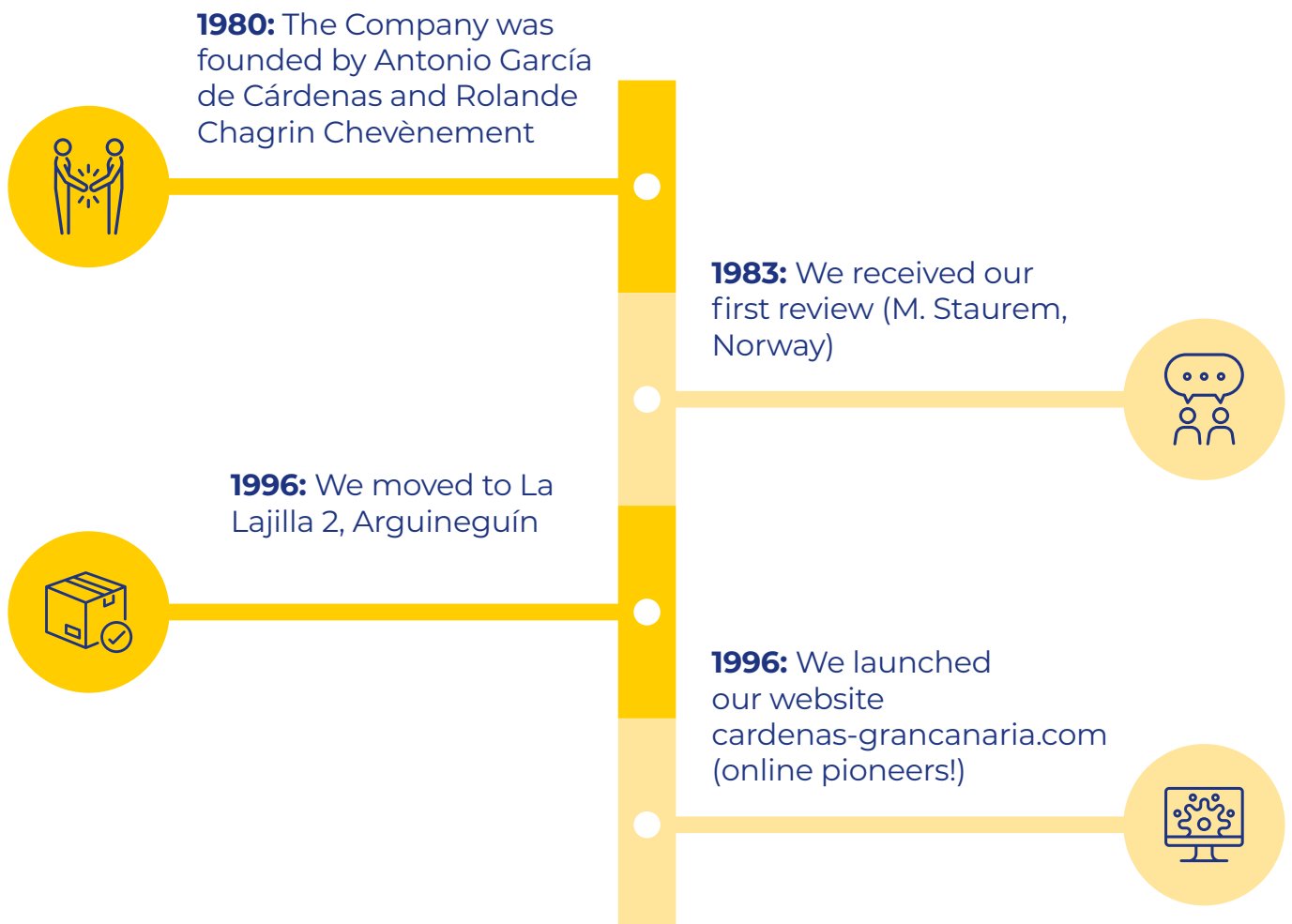
## 40 YEARS OF EXPERIENCE - A LOOK BACK AT OUR HISTORY

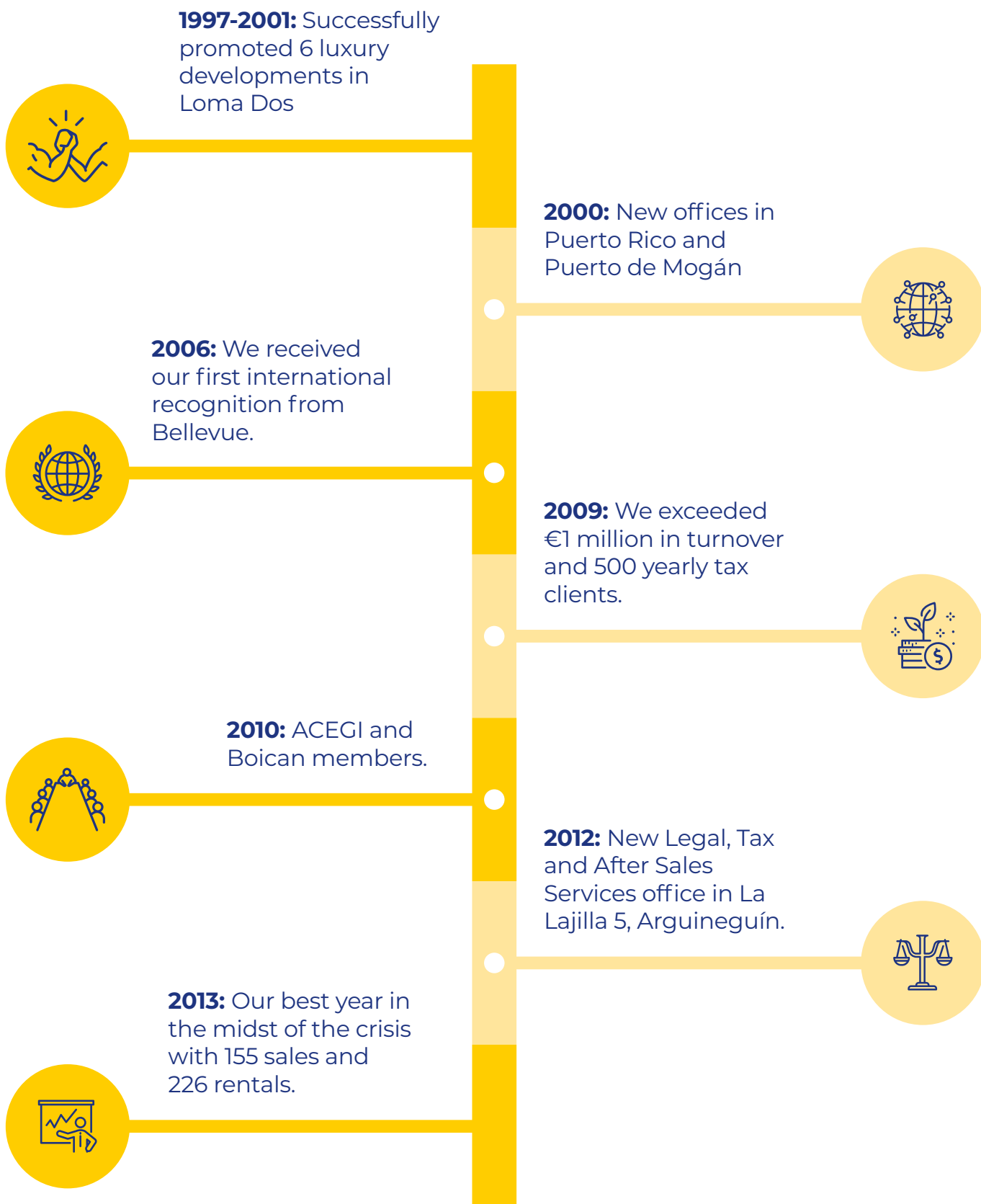
The origin dates back to Arguineguín in 1980, with the project starting as a family business focused on people. Our start in the real estate sector was almost casual: our founders began solving the land registry problems of several foreign owners who had purchased in a well-known complex in Arguineguín. Due to a lack of knowledge and poor service their property deeds were left unregistered.

Rolande and Antonio, with great

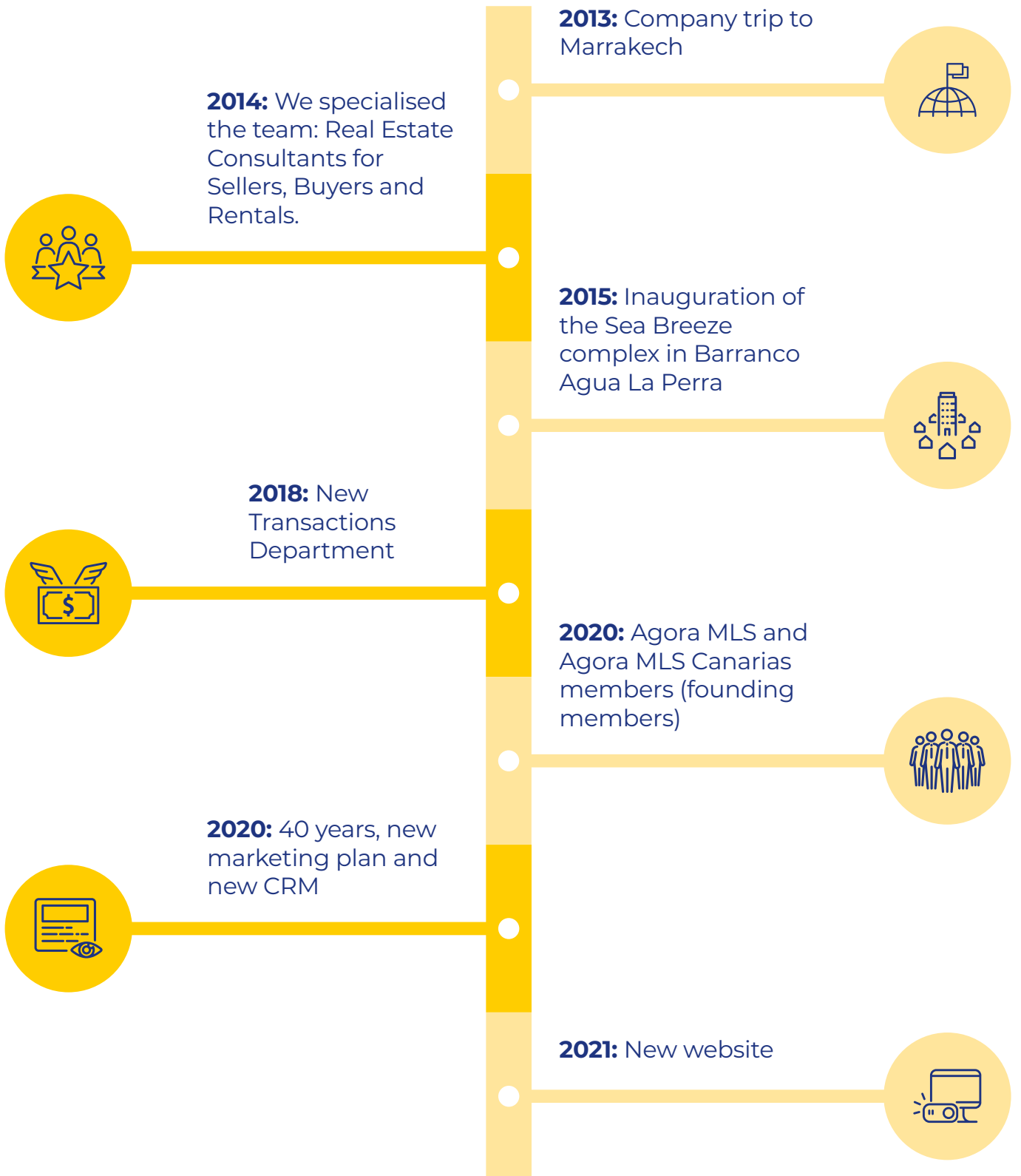
effort and tenacity, found a way to help them to register their deeds, thus generating great confidence in those first clients, who then came to them without hesitation when they wished to sell their properties.

We were born with that philosophy, focusing on helping people and providing service, and not simply on selling.









## OUR MANAGEMENT TEAM



**Carolina García Chagrín**  
*Manager*

Degree in European Business Studies from I.C.A.D.E. Madrid and Reutlingen (Germany). She began her career with Cárdenas in 1997.



**Daniel García Chagrín**  
*Head of Legal and Tax Services*

Graduate in Law from ULPGC Las Palmas and Master in Business Taxation from ESCOEX. He began his career with Cárdenas in 2003.



**Ramón Sánchez Bruhn**  
*Head of Marketing & IT*

Degree in Computer Science in Furtwangen (Germany), Leicester (UK) and ULPGC (Las Palmas). He began his career with Cárdenas in 2001.



**Pilar Gago Nolasco**  
*Head of Administration and Accounting*

Graduate in Business Studies with extensive experience in Administration and Account Management. She began her career with Cárdenas in 1994.



On our website you can see our complete Team:







**Ainhoa Ortega Centol**  
**Head of Transactions**

Joint Degree in Law and Business Management and Administration, from Carlos III University (Madrid). She began her career with Cárdenas in 2017.



**Leonor Martín Sánchez**  
**Head of Puerto Rico Office**

Professional training in Sales, Germany (Bürokauffrau). She began her career with Cardenas in 2001.



**Oficina en Arguineguín**  
**Oficina principal**  
C/ La Lajilla, 2 35120 Arguineguín.  
Gran Canaria, España



**Oficina en Arguineguín**  
**Servicios legales, fiscales y de postventa**  
C/ La Lajilla, 5 Bajo 35120 Arguineguín.  
Gran Canaria, España



**Oficina en Puerto Rico**  
Av. Tomás Roca Bosch, 6, Aptos.  
Costa Rica, 1. 35130 Puerto Rico  
Gran Canaria, España



**Oficina en Puerto de Mogán**  
Av. Explanada del Castillete s/n  
Urb. Puerto de Mogán, local 328bis,  
bloque B2 35138 Puerto de Mogán  
Gran Canaria, España

## OUR NUMBERS



4 offices



10 languages



21 professionals



110 K page views per month in our website



4,9 ★  
982 references (168 Facebook, 192 Google, 622 directas)



40 years of experience



15 times awarded Bellevue Best Property Agent



5 Productivity Awards 2020 AGORA MLS



6 K Facebook fans



2.393 properties sold



1.011 tax department clients



2.829 rented properties







# 02 | 15 REASONS TO CHOOSE CARDENAS

## **Leaders in the South: Experience, Quality and Proven Success**

40 years of unblemished reputation and loyal clients. We are the most recommended agency in Gran Canaria, with over 950 client testimonials and excellent ratings on Google and Facebook. Since 2006 we have been awarded with the yearly Bellevue Best Property Agent Award for consistently maintaining our level of performance.

## **4 offices with high visibility**

The only agency with 4 offices in the south of Gran Canaria with a situation of exceptional visibility that is enhanced due to our large fleet of company vehicles.

## **Excellent online presence and positioning**

Since 1996 we have been pampering our website and we are a reference

in the sector with an exceptional Google ranking in all 4 languages.

## **Commitment and passion**

We are passionate about what we do, we are committed to it and we commit ourselves in writing.

## **Innovation and technology**

We are an innovative company that makes intensive use of new technological tools to improve the efficiency of our work and optimise our relationship with our clients.

## **Up-to-date international marketing plan**

One of the few agencies with its own Marketing and IT department, guaranteeing us to keep up to date incorporating new actions and trends into our marketing plan.



### Member of the main associations

- ACEGI (Canary Islands Association of Real Estate Agencies)
- BOICAN (Canary Islands Real Estate Exchange Database)
- AGORA MLS and AGORA MLS Canarias (founding members)
- CRS (Certified Residential Specialists) designation of our manager. The CRS designation is the highest accreditation for agents and managers in the residential market, granted by the NAR (National Association of REALTORS®, USA).
- APEI (Professional Association of Real Estate Experts).
- QRE (Quality Real Estate)

### Professional Liability and Surety Insurance

We are one of only a few real estate agencies in the Canary Islands with a Professional Liability Insurance, subscribed with AXA.

### MLS and partner network

We love to collaborate! We are members of the biggest MLS in Canary Islands: Boican and Agora MLS (105 agencies in the Canary Islands, 525 in Spain). All are advantages: we multiply the strength and points of sale for the seller and we have access to a wider offer for the buyer.

### Specialised teams and professionals

Real estate consultants do not work alone. In order to obtain the best possible results, they coordinate their actions with other professionals in the real estate agency. For this support to be effective, the team must be organised into various departments such as marketing, legal-tax, transactions and, of course, sales, which in turn is differentiated into advisors for sellers, buyers and rentals.

### **Ongoing formation**

We continuously train with work-shops offered by Agora MLS, ACEGI and Quality Real Estate together with our own internal plans, in marketing, technology and sales, legal and fiscal matters.

### **Multilingual service - We speak 10 languages**

Unlike other agencies that focus on a single nationality or origin of buying clients, we are able to attend clients from all over Europe in their language, addressing a wider and more diversified market.

### **Continuous advisor-client communication**

A Property is a family's greatest asset and therefore requires continuous communication with regular meetings and feedback.

### **Extensive and quality real estate services**

Specialist services for sellers, buyers, investors and developers, as well as lettings, legal, tax and after-sales services.

### **Only agency with a legal, tax and after-sales service office**

In 2012, we decided to open an office exclusively to provide legal, tax and after-sales services to our clients, and also for external clients requiring quality advice and assistance.





# 03

## INVESTING IN THE SOUTH OF GRAN CANARIA IS INVESTING IN QUALITY OF LIFE

The south of Gran Canaria is one of the world's leading consolidated tourist destinations. Our climate, considered to be one of the best in the world, provides us with a constant influx of tourists throughout the year, and especially during the winter months, a season in which we are a destination without competition in Europe.

### **A WORTHWHILE INVESTMENT**

In addition to traditional sun and beach tourism, Gran Canaria enjoys

other types of tourism that have a more direct impact on the real estate sector: residential tourism and holiday rentals.

### **RESIDENTIAL TOURISM: CLIMATIC IMMIGRANTS**

Many foreigners choose Gran Canaria when the time comes for them to retire, either as a permanent residence or as a second home during the winter months (6 months a year). These are the so-called "climatic immigrants" or "snowbirds", people from northern





and central Europe, with a medium-high purchasing power and who are looking for quality of life during their mature years. Although many residential tourists opt to buy their own home, a large proportion opts to rent. This tenant profile tends to be a good payer, careful and willing to pay a good rent if the property and its equipment meet their wishes and are of medium-high quality.

### **AN INCREASINGLY VALUABLE OFFER**

The fact that residential tourism is concentrated mainly in the southern part of the island, and that most of the land in these areas is designated for tourist-hotel use, shows that the

possibilities for growth in supply are very limited, and in any case below the expected growth in demand.

This means that there will be a significant revaluation of the properties which is why we consider the south of Gran Canaria to be a safe bet, both on a personal level as an investment in quality of life and as part of an economic investment strategy.

### **HOLIDAY RENTALS**

Holiday rentals have become a trend over the last few years. Although it has always existed, its growth has been accelerated by new technologies and the continuous improvement of air connections with the Canary Islands.

It is undoubtedly the ideal solution for owners who want to combine their own use of their property with maximum flexibility and profitability.

In the Canary Islands, the regulation of land use in tourist areas is quite complex and confusing, and there is currently a wide range of irregular offers. At Cárdenas we are real estate consultants guided by clear principles of transparency, integrity and honesty, and we consider it our obligation to advise any potential investor on all these issues enabling them to make their purchase decision in full awareness.

# 04 | OUR SERVICES

## OUR SERVICES TO SELLERS

We have the experience, know-how, tools and IT to achieve the sale of your property at the best possible price and in the best possible timeframe. Our transaction and legal and tax services departments ensure that the transaction is coordinated with maximum legal security, and that the experience is smooth and pleasant from the first contact until even after the signing at the notary's office.

- Personalised service in 10 languages.
- Personalised and continuous advice from a real estate consultant with ongoing training
- Market reports for your area
- Professional inspection and valuation of your property
- Documentation required for the sale
- Large portfolio of loyal customers
- Up-to-date international marketing plan, some of its sections:
  - Optimal presentation of your property by means of tips, homestaging, etc.
  - High quality audio-visual material
  - 3d property floor plans
  - Sale notification to all of our registered potential buyers, updated daily
  - Registration of the property in the MLS Boican and Agora MLS (105 agencies in the Canary Islands, 525 in Spain).
  - We collaborate and share fees
  - Visible selling signs
  - Visibility in our excellently located offices.
  - Website with excellent positioning in Google
  - Top national and international portals
  - Property of the week on our Facebook page with more than 6.000 followers
  - Monthly newsletter with more than 9.000 subscribers
- Additional specific actions according to each case: open house, online campaigns,...
- Additional specific actions for promoters.
- Buyer qualification.
- Multilingual advice and services to buyers.
- Financing management.
- Regular meetings.
- Negotiations.
- Calculation of sale costs.
- Hassel free process thanks to our Transaction, Legal, Tax and After Sales Services





## OUR SERVICES TO BUYERS

It is one of the biggest investments of your life, so not only do we help you to find your property, but we accompany and advise you throughout the process so that the transaction is carried out with maximum legal certainty, and your experience is smooth and enjoyable.

- Largest real estate offer through the MLS BOICAN and Agora MLS Canarias (105 agencies)
- Real estate big data tools with access to 99% of the market offer
- In-depth knowledge of the area.
- Complete and accurate information including numerous photographs, floor plans, 3D tour and surroundings
- Legal verification of each property
- Personalised service in 10 languages
- Personalised and ongoing advice from a continuously trained real estate consultant
- Professional valuation of the property
- Assistance in negotiations
- Financing through Spanish banks
- Calculation of purchase and reoccurring yearly costs





## OUR SERVICES TO INVESTORS AND DEVELOPERS

We help you maximise your ROI (Return on Investment) and minimise investment risks by creating highly demanded products, marketed through an up-to-date international plan, and by ensuring the security of the transaction and a pleasant experience for all involved.

- Excellent market knowledge (supply and demand)
- Identification of opportunities
- Feasibility analysis  
Advice on product and price through know-how, experience and big data tools.
- Customised international marketing plan
- Complexes and buildings: sale as a whole or by units
- Excellent knowledge of the different forms of investment: Holiday rental, seasonal rental, developments, purchase and sale of complexes, sale by units.
- Extensive experience from our own developments and those of clients



## SUCCESSFUL CASES

In consultancy and marketing of developments, complexes and plots of land:

- Olympo I, Olympo II, Atalaya I, Atalaya II, Atalaya III, Fortuna I (**our own developments**)
- Loma Verde in Loma Dos (**70 units**)
- Guanabara in Barranco Agua La Perra (**100 units**)
- Inagua I and Inagua II in Barranco Agua La Perra (**130 units**)
- Malibu in Barranco Agua La Perra (**80 units**)
- Residencial Tauro in Morro del Guincho (**50 units**)
- Plot of land of 15.000m<sup>2</sup> in Loma Dos (**7 M€**)
- Hotel Punta del Rey in Puerto Rico (**7 M€**)
- Hotel plot Radisson 5\* Hotel Playa de Mogán (**3,5 M€**)



## OUR RENTAL SERVICES

We ensure that your investment is in safe hands all year round. Thanks to our leasing management service, you can enjoy your income with peace of mind.

- Guidance on prices, types of contract and profitability.
- Proposals for improvement and/or refurbishment of the property.
- Minimum equipment and quality control of the property.
- Issue of the energy efficiency certificate.
- Registration of services and supplies.
- Custody of keys.
- Marketing to attract and locate potential tenants (long term).
- High quality photographs.
- Listing on our website in 4 languages.
- Preliminary economic evaluation of potential tenants.
- Drafting of the rental contract in Spanish and English.
- Assistance to tenants and landlords in case of incidents.





## OUR LEGAL, TAX AND AFTER-SALES SERVICES

Service vocation, maximum security in transactions and quality legal and tax advice has been one of our maxims since our beginnings. We are very proud to be the only real estate agency with an office exclusively dedicated to this and managed by an expert in real estate law and taxation.

- Legal and fiscal assistance in the transfer of real estate, also in cases of sales agreed between private individuals, including tax formalities.
- Handling and processing of the sale and purchase until registration in the land register is completed.
- Personalised calculation of all costs and taxes for the sale and purchase.
- Fiscal representation of non-residents and payment of annual taxes.
- Contracts in several languages.
- Management of leases.
- Assistance and advice in wills.
- Handling of inheritances: specialists in foreign inheritances and their complexity due to different international laws.
- Application for NIE (*Foreigners Identification Number*) /NIF (*Tax Identification Number*)
- Applications for water, electricity and internet supplies.  
Procedures with public bodies
- Lifting of encumbrances Town planning certificates.
- Legalisation of constructions without permits.



## REAL ESTATE GUIDES AND POSTS OF INTEREST

We create quality content in order to help answer all questions related to the real estate sector.

- Seller's Guide
- Buyer's guide
- FAQ rentals
- Real Estate location guides
- Blog Posts about legal, tax, tourism, decoration, sellers, buyers, investors, developers, etc.

## MARKET REPORTS

We prepare a quarterly report informing about the evolution and trends of supply, demand and prices in the south of Gran Canaria.

- Quarterly market reports (online)

## MONTHLY NEWSLETTER

We produce and send out a monthly newsletter with content and properties of interest.

- More than 9.000 real subscribers interested in real estate content in the south of Gran Canaria.
- Subscriber opening rates well above average for the sector





**Cárdenas**  
Su inmobiliaria en Gran Canaria  
Venta y alquiler de inmuebles desde 1980  
+34 928 150 650  
AGENCIAMIENTO - PUERTO RICO - PUERTO DE MÓDULO

Inicio | La venta | Se busca | Gran Canaria | Testimonios | Cárdenas | Gran Canaria

Propiedades en Gran Canaria en venta  
Gestores inmobiliarios desde 1980

Cárdenas Inmobiliaria Gran Canaria es la mejor oferta de propiedades en venta y alquiler en el sur de Gran Canaria, en el mejor clima del mundo. Con 40 años de experiencia y con 4 comunidades en Arguineguán, Puerto Rico, Puerto de Mogán y Maspalomas, hemos alcanzado una posición líder en el sector inmobiliario en Gran Canaria.

Esta web pretende mostrar nuestra amplia selección de inmuebles en Gran Canaria: desde apartamentos & casas, hasta villas, vacas, sectores de apartamentos & hoteles y propiedades comerciales, de forma clara y comprensiblemente ilustrada. La selección de propiedades está en buenas manos con nosotros, ya que los propietarios se han comprometido a dar el mejor precio y las mejores condiciones comerciales. Situados a un nivel residencial en primera línea y próximos de alta calidad en venta y en alquiler.

Nuestra zona de influencia se extiende a Arguineguán & Patacona, Puerto Rico & Arguineguán, Puerto de Mogán & Arguineguán & Arguineguán & Arguineguán.

**PUERTO RICO**  
Very nice apartment for sale, can be ...  
1/14  
Foto / Foto  
Déjanos un mensaje





# 05

## WHY COOPERATE WITH OTHER REAL ESTATE AGENCIES?

In the United States they are called MLS (Multiple Listing Service), and are fundamental instruments in the hands of professionals used to speed up the sale of real estate properties.

Each owner is represented by a single agency, but their property is shared on a wide platform that makes the offer accessible to many more buyers simultaneously.

Membership of an association is based on a high level of professional standards for all members.

Cárdenas was from the very beginning one of the driving forces behind these extraordinary cooperation tools, that benefits both owners and buyers at a regional level through BOICAN, and at national level through AGORA MLS.

# 06

## MEMBER OF BOICAN

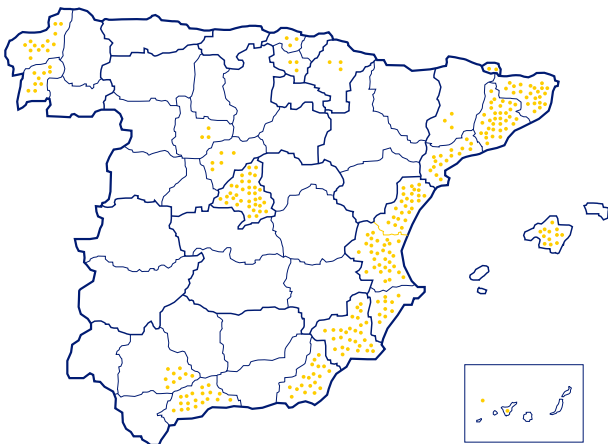
Cárdenas Real Estate is a member of BOICAN (Canary Islands Real Estate Exchange Database) from ACEGI (Canary Islands Association of Real Estate Agencies).

This Association is currently present in Lanzarote, Tenerife and Gran Canaria. With 85 agencies in the Canary Islands, 28 of those in the South of Gran Canaria, and with over 700 professionals it is the largest group of professionals in the Canary Islands.



# 07

## MEMBER OF AGORA



The professionals who work in any of the agencies grouped together in Agora MLS have an advantage over their competitors in terms of training, services, tools, market actions, technology and collaboration for the benefit of the client.

- More than 500 agencies
- 3.000 professionals
- 50 regions (24 regions with direct collaboration and 26 regions through collaboration with other networks)
- 8.000 exclusive listings



# 08

## REFERENCES

“As a former property manager, I have to say that this estate agency is one of the best I have ever seen. Lonnie, Leonor, Ainhoa and the rest of the team, have advised us with great professionalism, commitment and excellent treatment. Thanks to Cardenas, we have made our dream of buying a home come true. On behalf of my sister and I, thank you very much from the bottom of our hearts for everything”.

**Michel Haarkotter**

“Cardenas understands the needs of someone who is looking for a property on Gran Canaria and finds the right match. The service before, during and after the purchase is perfect.”

**Thomas Hernardi**

“Thank you all at Cardenas for all your hard work in selling my apartment, especially as we were all in lockdown! I 100 % recommend using Cardenas as they are professional and efficient and always respond when you have questions and keep you updated at every stage. Special thanks to Mette for all your advice and help. “

**Domhnaill Paul B.**

“I am very grateful for Leo’s attention; she has been wonderful to us. She has always been attentive to all our questions and has always been available to solve any doubts. I would also like to emphasise her efficiency when it comes to managing everything involved in buying a property. I am very happy to have chosen this real estate agency but above all they have such understanding and good people who work in their team.  
THANK YOU TO THE WHOLE CARDENAS TEAM.”

**Araceli Martín**

“Very friendly & helpful service, reliable, efficient & pleasing. An Informative & reactive service conducted in a timely & convenient fashion, producing inspiring results that fill you with confidence.”

**John Doran Paget**



# 09

## ASSOCIATIONS AND AWARDS



**Productivity Awards 2020**  
AGORA MLS

**Best Real Estate Sellers Agent 2020**  
Carlos Gómez Castillo

**Best Real Estate Buyers Agent 2020**  
Leonor Martín Sánchez

**First Prize Sales 2020**

**First Prize Shared Operations 2020**

**First Prize Rentals 2020**



\*Designación CRS  
de Carolina García Chagrin



# 40 YEARS FULFILLING DREAMS



*Thank you!*



Arguineguín • Puerto Rico • Puerto de Mogán

C/ La Lajilla, 2, 35120  
Arguineguín, Gran Canaria, España  
Teléfono: +34 928 150 650  
[info@cardenas-grancanaria.com](mailto:info@cardenas-grancanaria.com)  
[www.cardenas-grancanaria.com](http://www.cardenas-grancanaria.com)

*The most recommended agency in Gran Canaria*