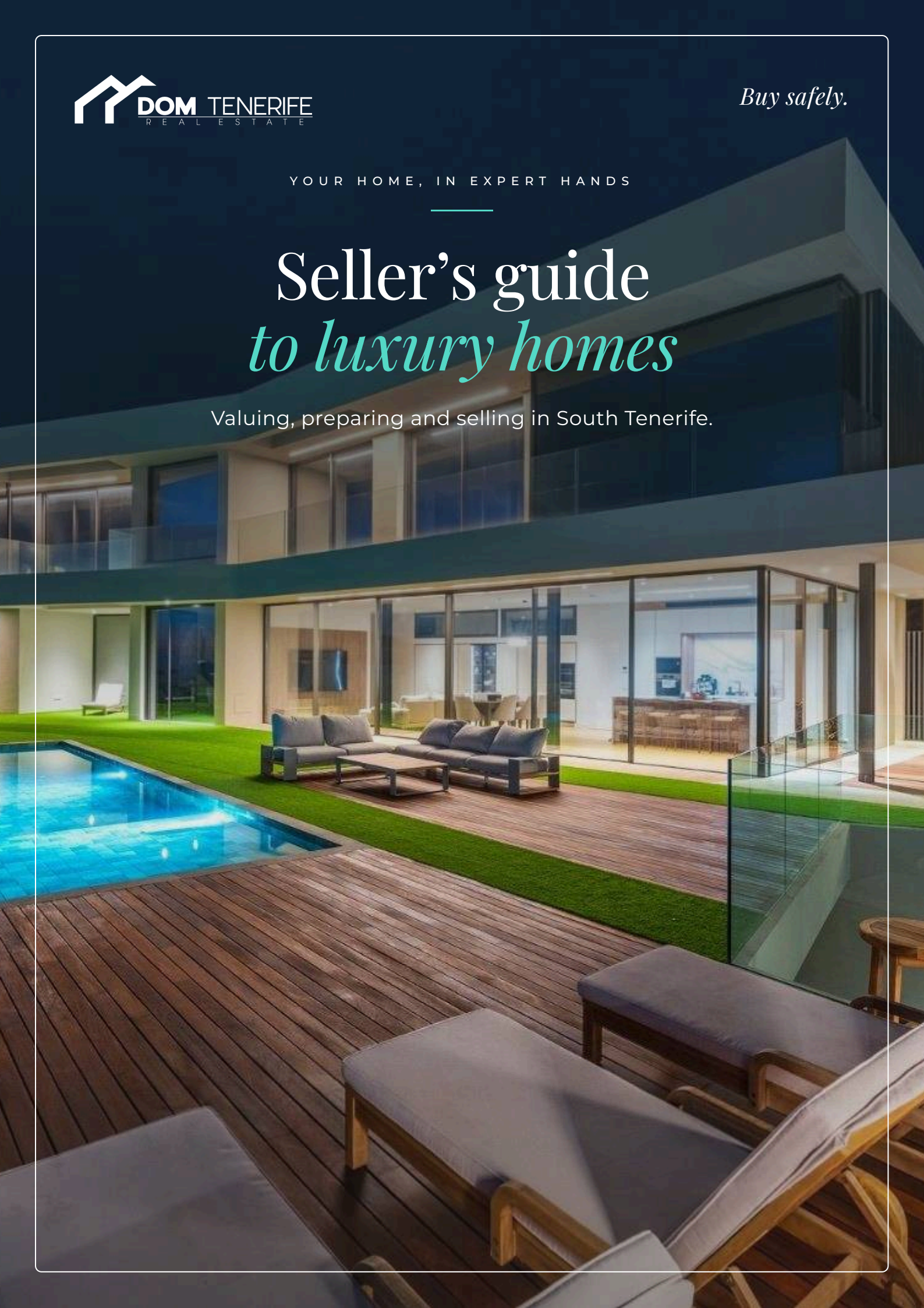
DOM TENERIFE
REAL ESTATE

Buy safely.

YOUR HOME, IN EXPERT HANDS

Seller's guide *to luxury homes*

Valuing, preparing and selling in South Tenerife.



IN THIS GUIDE

01 Who is buying today

02 A price backed by data

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THE MARKET

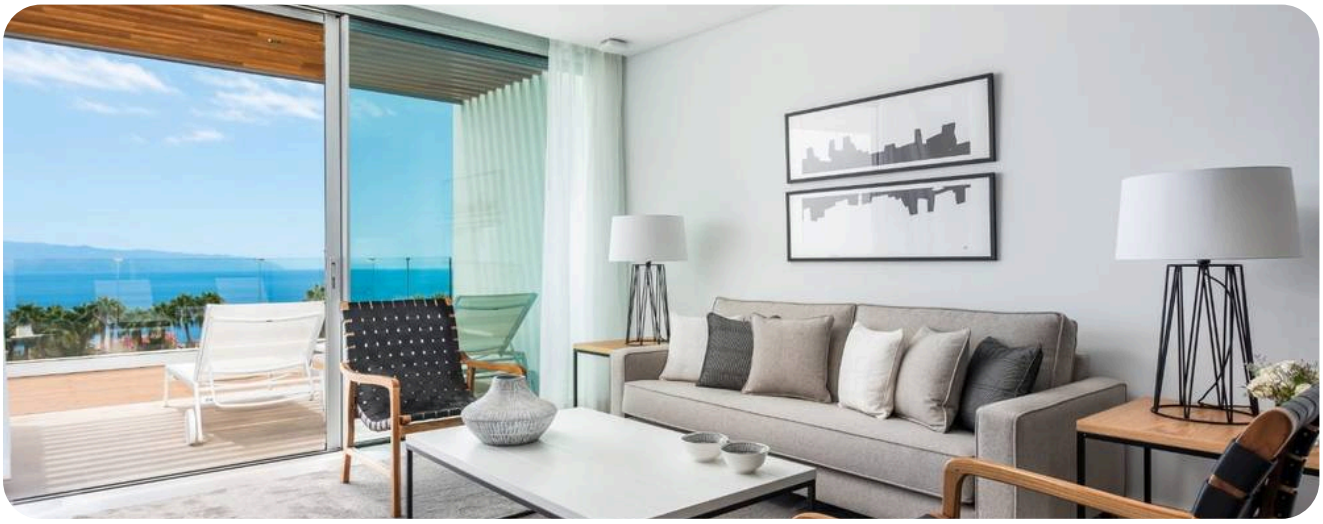
Who is buying *today*

Tenerife Sur airport closed 2025 with almost 14 million passengers. On one of those flights is the next buyer of your home.

The buyer of a high-end home in the south comes mostly from northern and central Europe, the United Kingdom and eastern Europe. They buy to live part of the year, to retire in the sun or to invest, and almost always start searching online, in their own language.

They are well informed: they compare several portals, ask about the community, the orientation and the taxes, and expect quick, clear answers. A home that is well presented and well explained sells sooner and better.

> *International buyers are won over with information, not adjectives.*



THE VALUATION

A price *backed by data*

We give you the same valuation our team uses, with our buyer database: real sales of similar homes in your area, the homes competing with yours today and the buyers looking for what you are selling.

You can request it online at domtenerife.es in a couple of minutes. Your advisor reviews it, visits the home and explains the asking price we recommend and why.

Similar sales

What has actually sold near you.

The competition

The homes buyers compare with yours today, among the more than 350 for sale in our catalogue.

The demand

Active buyers whose budget and area fit.



PREPARING THE HOME

Ready *to show*

Before going to market, the home and the paperwork should be ready. Your advisor tells you what is worth doing and what is not.

The home

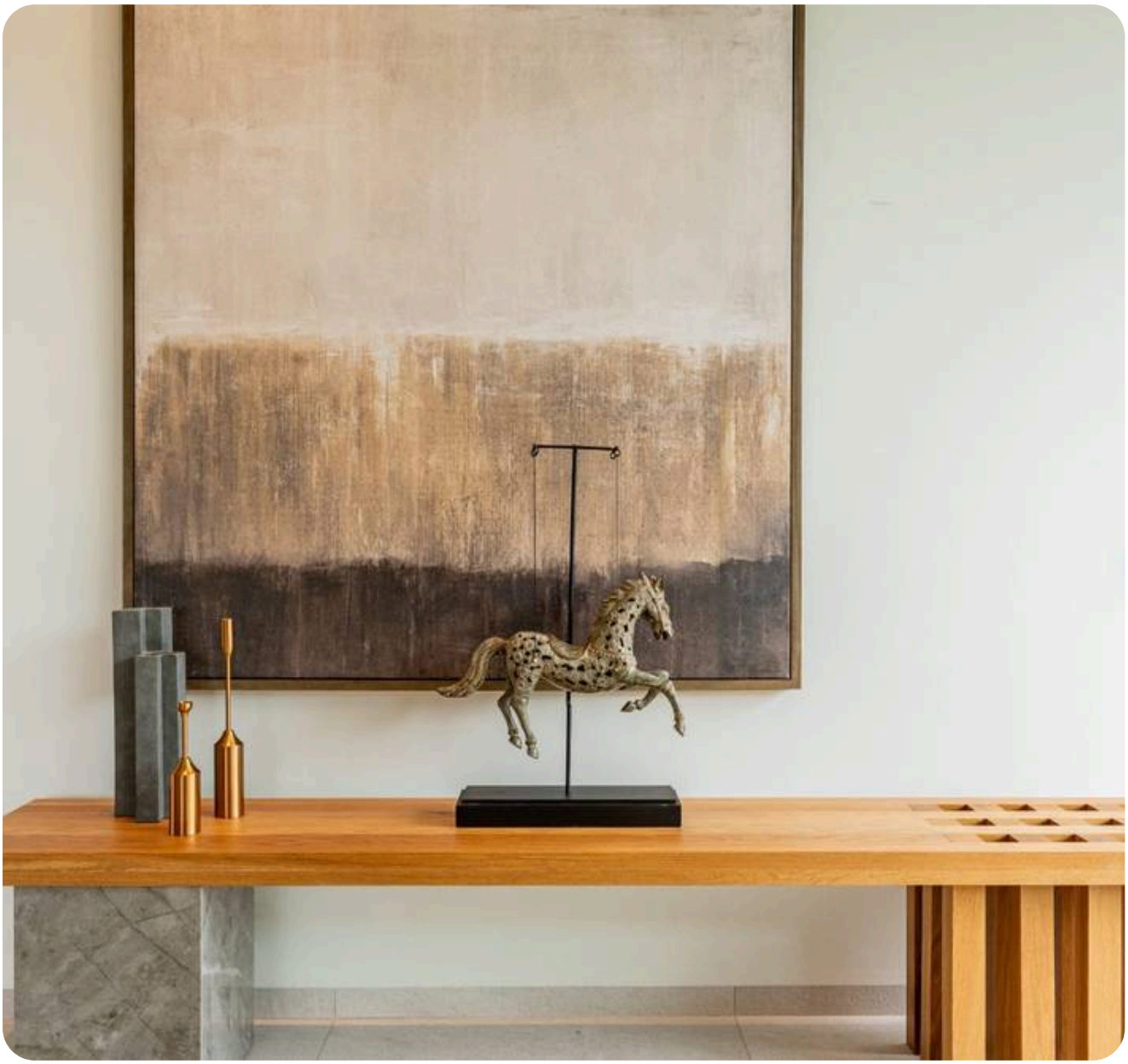
Small repairs, paint where needed, a tidy garden and pool, clear wardrobes and natural light in every room.

The images

Professional photography in the best light of the day and a clear tour of the home, from the entrance to the views.

The papers

Title deed, a recent Land Registry extract, the last IBI receipt, the energy certificate and community fees, ready for the buyer and their lawyer.

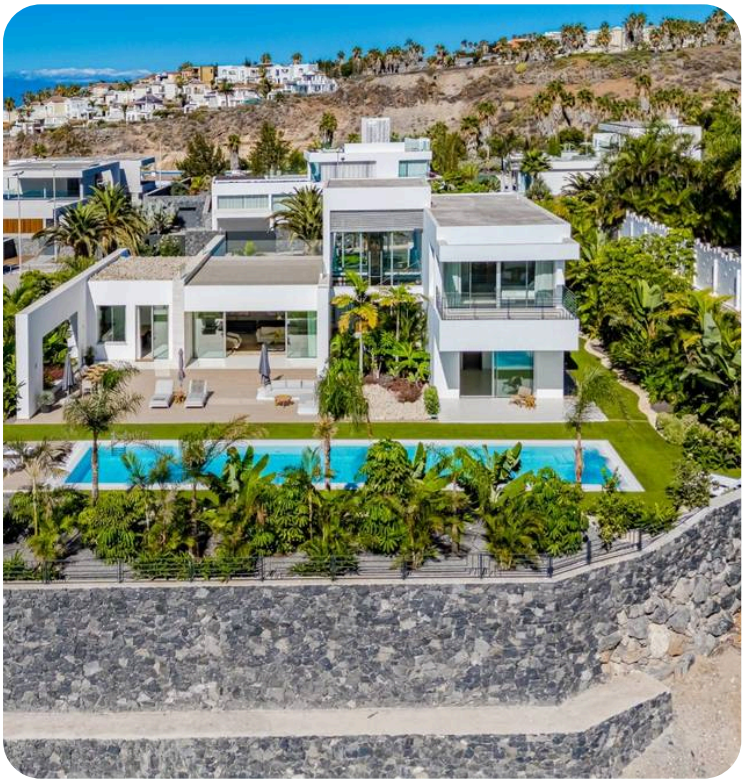


PHOTOGRAPHY AND FILM

Every detail, *as it deserves to be seen*

For a buyer who lives in another country, the first viewing is the photograph. That is why every home you entrust to us is shot by a professional photographer, in a session we book with you at the hour of the best light.

Interiors, details and materials, the terrace at dinner time and, where the setting allows, aerial views. When the home calls for it, our videographer shoots its film with the advisor who sells it, and we publish it on Instagram and on our YouTube channel.









HOW WE MARKET IT

Reaching every buyer, *wherever they are*

Our website

Its own page on domtenerife.es in Spanish, English, French, German and Russian.

The portals

Listed on the major national and international portals where our buyers search.

Meta campaigns

Facebook and Instagram ads aimed at buyers from the countries that buy most in the south.

Our buyers

Matched with our buyer database and sent the same day to those whose budget and area fit. More than 7,000 sent in 30 days.

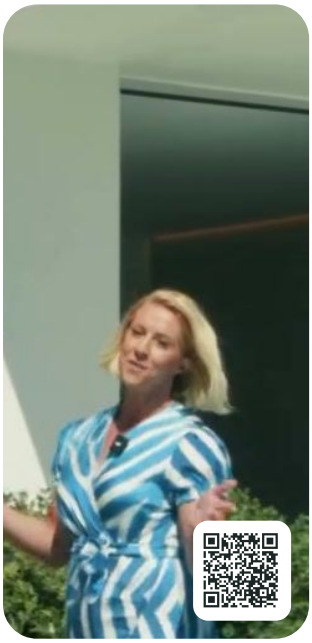
Other agencies

We share it with more than 300 agencies, who receive all our updates every month, always through your advisor.

186,000+

page views on domtenerife.es in 12 months

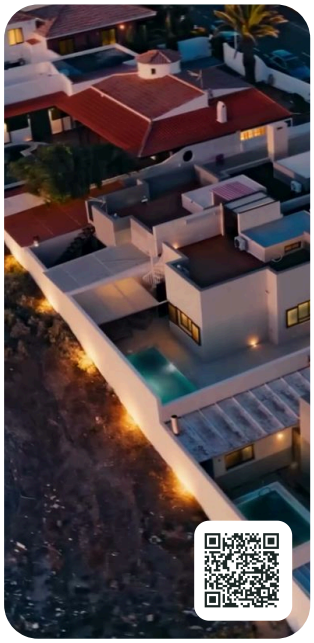
SOME OF OUR FILMS



INSTAGRAM

Some homes you visit. This one, you feel

WATCH THE REEL →



INSTAGRAM

Rule number one in El Médano

WATCH THE REEL →



INSTAGRAM

A door like this one, in Abama

WATCH THE REEL →



INSTAGRAM

Two agencies can list the same home

WATCH THE REEL →

MARKETING

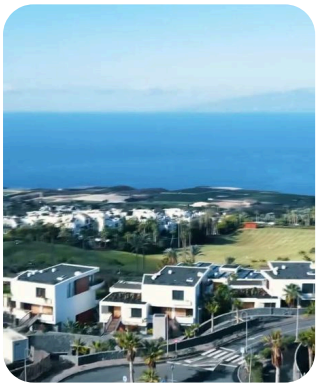
Marketing is everything, *and we do it right*

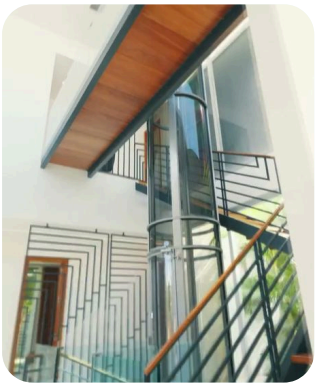
A luxury home sells when the right buyer sees it. So we present it as it deserves: films with the advisor who sells it, professional photography and campaigns that reach the people searching in the south.













Films

A cinematic film of your home, shot with the advisor who sells it.

Photography

A professional photographer at the hour of the best light, a virtual tour and, where the setting allows, aerial views.

6,600+

subscribers receive our automated newsletter every month

Personal selection

Every week, and the same day a home comes in, to the buyers it matches.

Meta and ChatGPT

Paid campaigns on Meta and ChatGPT aimed at buyers from the countries that buy most in the south.

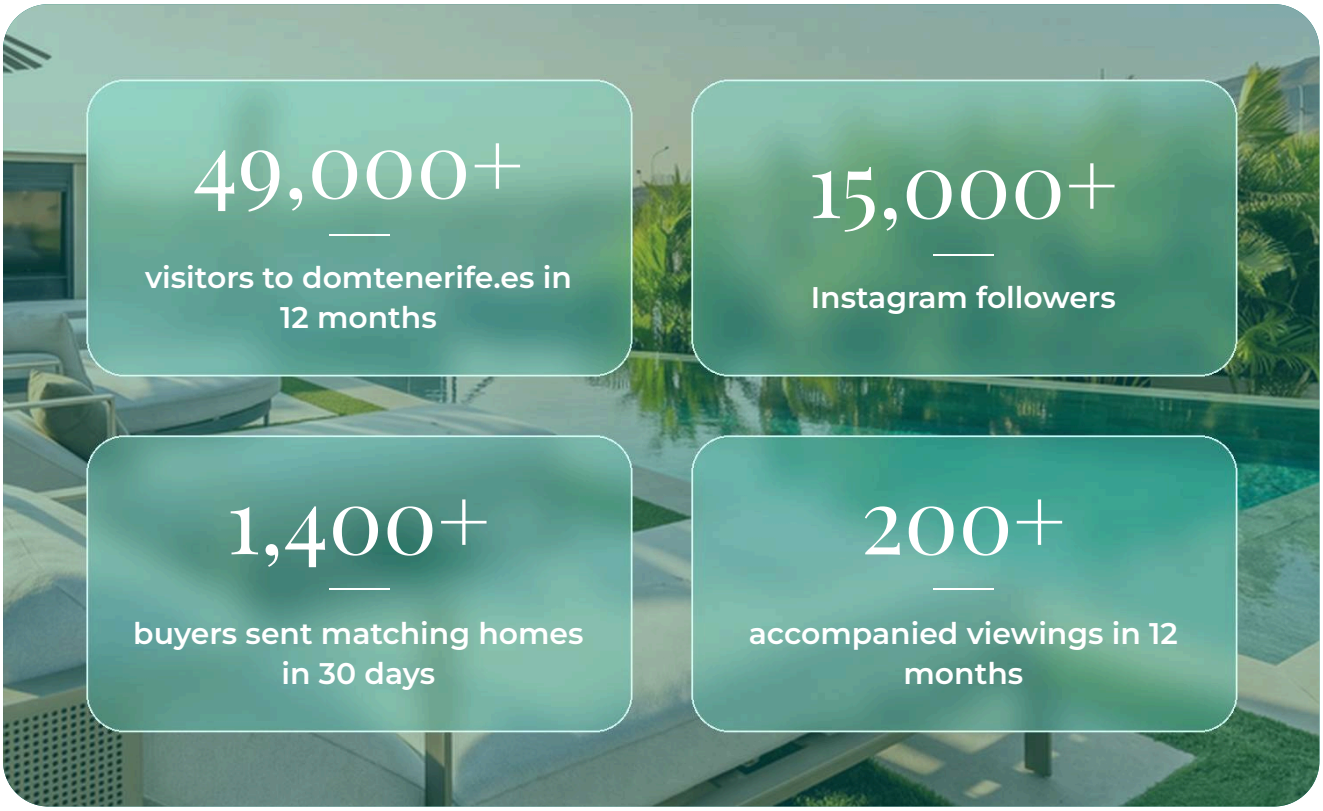
Premium portals

Paid premium placement on the leading international portals, to reach buyers abroad.

WHY US

What we do *for your home*

It is what we show you in your property report: figures, not adjectives.



01 Your home on domtenerife.es in five languages and on the leading national and international portals.

02 Sent the same day to the buyers in our portfolio who match it.

03 Every enquiry and every viewing handled by your advisor, in the buyer's language.

04 A price checked against the market and official Ministry data.

YOUR REPORT

The report *on your home*

On the 1st of every month you receive the report on your home: a private link, in your language, with up-to-date figures and your advisor's reading of them. More than 130 homes already have it.

Views of your listing

How many people see your home on domtenerife.es, day by day, and from which countries.

Buyers who match

How many buyers in our portfolio we have sent it to, and how many saved it as a favourite.

Enquiries and viewings

Every enquiry answered and every viewing made, with what the buyer said.

Your price against the market

Price per square metre against similar homes for sale today and official Ministry data.

Days on the market

How long it has been listed, against how long homes take to sell in your area.

Your advisor's note

What is working, what we would change and the next step, in a few clear lines.



Viewings *with real buyers*

Only buyers we have already spoken to view your home: we know what they are looking for, when they want to buy and how they will pay. Your advisor attends every viewing and tells you afterwards what the buyer said.

Offers arrive in writing. We explain each one, negotiate for you and, once there is agreement, the reservation is signed with a deposit and the home comes off the market.

> *Fewer viewings, better viewings.*



NOTARY AND AFTER-SALE

The signing *and after*

We coordinate with the buyer's lawyer, their bank and the notary so the signing comes without surprises. On the day of the deed you receive the price and hand over the keys.

If you are a non-resident, the buyer withholds 3% of the price and pays it to the Spanish Tax Agency with form 211 within one month. Your gestor (administrative and tax adviser) explains how it affects your tax return.

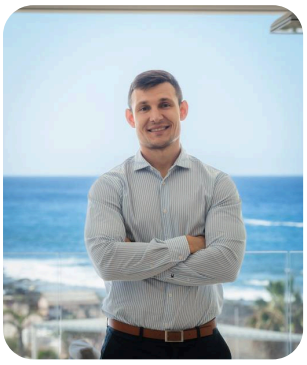
After the signing we stay by your side: utility and community changes, and anything still pending with the buyer.



YOUR ADVISOR

One person, *from start to finish*

The same person values your home, prepares the photo session, looks after the buyers, explains every offer to you and sits beside you at the notary. These are some of our advisors and the languages they work in.



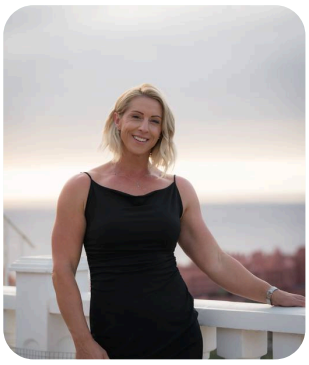
Victor Gutu
PROPERTY ADVISOR



Natalia Galben
PROPERTY ADVISOR



Inga Gurau
PROPERTY ADVISOR



Tunde Santa
PROPERTY ADVISOR

IN THEIR WORDS

In the words *of our clients*

A 4.6 average from 215 Google reviews. Here are a few of them.

He found us a buyer within a week of putting the property for sale with DOM Tenerife. [...] He supported us through the paperwork and at the notary's office.

MARY J. Facebook
★★★★★

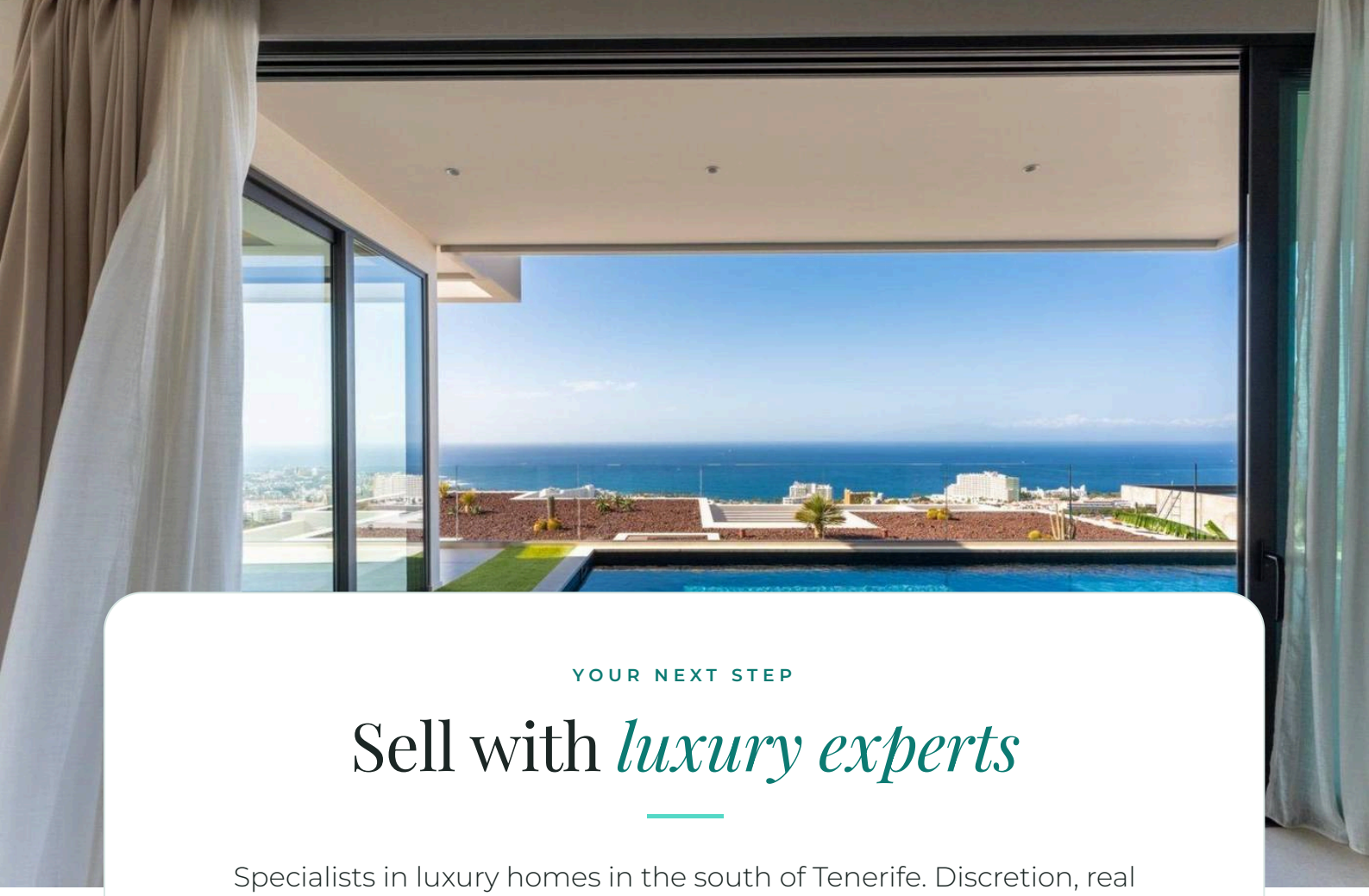
They were responsive, professional, and guided me through every step with clarity and efficiency. [...] Highly recommended for anyone buying property in Tenerife.

RICHARD G. Facebook
★★★★★

From start to finish, my experience with Dom Tenerife was incredibly pleasant and easy!

MALAI M. Facebook
★★★★★

Real Google and Facebook reviews; translations are marked and cuts are shown as [...].



YOUR NEXT STEP

Sell with *luxury experts*

Specialists in luxury homes in the south of Tenerife. Discretion, real data and the same advisor from the first call to the notary, in your language.

WHATSAPP AND PHONE
+34 673 560 035

EMAIL
mail@domtenerife.es

WEBSITE
domtenerife.es

OFFICE
Av. Kurt Konrad Mayer 63, El Madroñal, 38660 Adeje

MESSAGE US ON WHATSAPP →

FOLLOW US

INSTAGRAM
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DOM Tenerife Real Estate

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