

## District Deep-Dive

Market intelligence · 1 July 2026

MARBELLA

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## Marbella

Prime liquidity hub. High-net-worth demand remains decoupled from global rate hikes.

<b>MEDIAN ASKING</b> <b>€1,695,000</b> <small>MLS active listings</small>	<b>YOY TREND</b> <b>-37.5%</b> <b>MONITOR</b>	<b>MEDIAN DAYS ON MARKET</b> <b>138d</b> <b>SLOW</b>	<b>VERIFIED €/M<sup>2</sup></b> <b>€4,582</b> <small>Notarial register · vs €6,684 asking</small>
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## Offer strategy

**SOFT MARKET** Sellers are conceding and stock is slow to clear - the buyer holds the negotiating leverage here.

<b>Opening offer</b>	Open below asking with room to be talked up. Where a high share of sellers have already cut, an offer 8-12% under ask is a negotiating position, not an insult.
<b>Negotiation</b>	Let time do the work. A listing past the segment's days-on-market median has a motivated seller behind it - patience converts into price.
<b>Walk-away discipline</b>	Set a ceiling before the first viewing and hold it. With inventory slow to clear, another comparable will appear - scarcity is the seller's story, not yours.

## CITY READING

Marbella's median asking price is €1, reflecting a data anomaly for this metric. The year-over-year trend shows a -37.5% decline. Vendors should adjust pricing expectations downward to align with current market conditions. The median days on market stands at 138 days. Buyers can expect a longer negotiation period, indicating less urgency for sellers. The average asking €/m<sup>2</sup> is €6,684/m<sup>2</sup>.

## VERIFIED MARKET CONTEXT

The per-suburb asking ranking is thin due to a narrow MLS slice at this segment. The notarial register for Marbella recorded €4,582/m<sup>2</sup> across 3,997 closed sales, according to Registradores and INE data. This healthy transaction flow indicates robust underlying municipal liquidity. The 45.9% asking-to-verified gap suggests active listings are significantly overpriced, not that buyer demand is absent. Buyers should target offers closer to verified transaction prices to optimize risk-adjusted returns. Vendors must recalibrate asking prices to reflect actual closed sale values to expedite transactions.

Source badges show each section's strongest basis: Notarial-verified (Spanish notarial register), Network closed sales (PropertyList recorded deals), Comparable evidence (scored MLS comparables), Asking-price (listing data only).

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