

COMPREHENSIVE GUIDE:

Buying Property for Holiday Rental in Southern Spain (Andalusia)

WWW.FRESH-PROPERTIES.COM

A practical guide for European buyers in Andalusia covering rental property types, licensing, renovation, tax, and how Fresh Property Management supports you from purchase to profit.



BUYING NEW-BUILD VS. EXISTING PROPERTY

NEW-BUILD

- Energy-efficient, compliant with latest building regulations
- 10-year construction guarantee (Seguro Decenal)
- Often increases in value during construction (+10–20%)
- Typically less maintenance in the first 5 years

⚠️ CONSIDERATIONS:

- No immediate rental income until completion
- Sometimes missing a rental license at handover
- Higher price per square meter

EXISTING PROPERTY

- Often available immediately for rental
- Potentially cheaper per m²
- More authentic and spacious layouts

⚠️ CONSIDERATIONS:

- Higher risk of repairs (plumbing, roofing, insulation)
- Cost of renovations and licensing checks

🚧 Note: You can't just add a pool or expand living space without proper licensing. Many buyers assume this is flexible—it's not.

🎯 HOW FRESH ADDS VALUE:

Fresh Property Management can assess your shortlisted properties for long-term profitability, tourist licensing potential, and realistic yield projections—before you make the purchase. We combine real market data and rental demand analysis to help you avoid costly mistakes.

TOURIST RENTAL LICENSING IN ANDALUSIA

ALL SHORT-TERM HOLIDAY RENTALS MUST BE REGISTERED WITH THE JUNTA DE ANDALUCÍA (ANDALUSIAN TOURISM REGISTRY, RTA). THIS INVOLVES SUBMITTING A DECLARACIÓN RESPONSABLE AND MEETING KEY REQUIREMENTS.

✓ MINIMUM REQUIREMENTS:

- A/C or heating
- First Aid kit, fire extinguisher, smoke detector
- Clear emergency instructions and guest rules
- Sufficient furnishings and kitchenware
- Registration with Guardia Civil (for guest reporting)

🚫 MUNICIPAL LIMITS:

- Some cities like Málaga and Granada have imposed caps or moratoriums on new licenses. Regulations are evolving quickly and vary by location.

🔑 FRESH HELPS NAVIGATE THIS PROCESS:

We ensure the property is compliant and that you avoid costly delays or fines. Our team handles the RTA registration and helps you set up Guardia Civil guest registration too.

RENOVATION: LEGAL AND PRACTICAL CONSIDERATIONS

If your property needs updating, know the difference between types of renovations:

- Minor works (obra menor): painting, flooring, kitchen updates
- Major works (obra mayor): structural changes, pool installation, extensions

🚫 You can't legally install a pool or build extra rooms without prior approval. Unauthorized work can lead to legal trouble and future resale issues.

🎯 HOW FRESH HELPS:

We coordinate with reliable local contractors and architects and can even supervise the works if you're abroad. We also help budget realistic renovation costs and timelines —crucial for turning a profit sooner.

WHY YOU NEED A BUYER'S AGENT (NOT JUST A SELLING AGENT)

Most foreigners buy via a local listing agent who works for the seller—not you.

✓ What a buyer's agent does:

- Represents your interests exclusively
- Cross-checks property documents, debts, and licensing
- Negotiates price and terms fairly
- Avoids buying properties that aren't rentable or have legal risks

 **AT FRESH, WE OFFER BUYER REPRESENTATION COMBINED WITH RENTAL EXPERTISE:**

Many buyers make a costly mistake: they buy for lifestyle reasons but never verify rental profitability. We create custom revenue forecasts using actual booking data—not generic “high season” estimates.

This is where Fresh sets itself apart: we combine purchase guidance with real-world rental data to ensure your property performs.

PROPERTY MANAGEMENT VS. DOING IT YOURSELF

DIY management

- You find and manage your own cleaners, handyman, laundry service
- Handle all guest messaging, emergencies, maintenance
- Higher profit margin—but full-time stress
- Major risk if cleaner quits mid-season or handyman disappears

PROFESSIONAL

- Guest communication (pre-arrival, in-house, post-checkout)
- Check-ins/outs, key exchange or smart lock setup
- Cleaners, laundry, maintenance coordination
- Real-time pricing adjustments (revenue management)
- Monthly reports and tax-ready financials

🎯 Costs: 15–25% of rental income.

But you gain peace of mind, reliability, and happy guests. Especially if you live abroad, the value of not getting late-night calls is massive.

WHAT FRESH PROPERTY MANAGEMENT OFFERS (BEYOND THE BASICS)

WE'RE MORE THAN A KEYHOLDER—WE'RE A FULL-SERVICE RENTAL PARTNER.

SERVICES INCLUDE:

- ✓ Pre-purchase rental forecasting
- ✓ RTA licensing assistance
- ✓ Professional styling & photography
- ✓ Revenue optimization (dynamic pricing)
- ✓ Guest communication (multilingual)
- ✓ Maintenance management
- ✓ Housekeeping team management
- ✓ Monthly reporting
- ✓ Assistance with quarterly tax filing via Form 210

MORE INFO:

 <https://www.fresh-properties.com/services/holiday-rental-management/>

TAXES & LEGAL OBLIGATIONS (NON-RESIDENTS)

- 19% tax on rental profit for EU clients (Form 210, quarterly)
- Allowable deductions: cleaning, utilities, management, mortgage interest
- IBI (property tax), basura (waste tax), and community fees
- To file taxes you'll need a certificado digital. Your lawyer can apply for one on behalf of you
- Energy certificate mandatory
- Non-resident owners must have a NIE number

HOW FRESH HELPS:

Fresh can connect you with trusted tax professionals who ensure everything is filed correctly and on time.

FURNISHING & GUEST EXPECTATIONS

ESSENTIAL FOR GREAT REVIEWS:

- Quality mattresses and linens
- Full kitchen setup (toaster, kettle, pots, wine glasses)
- Fast WiFi and A/C
- Neutral but tasteful decoration
- Smart touches: welcome note, Netflix-ready TV, local guidebook

 Pro photos = higher click-through and bookings

HOW FRESH HELPS:

Fresh helps style and equip your home for success and manages updates if something breaks or guests complain.



🎯 With unique over the top designs, you can stand out and improve bookings drastically.

MARKET SNAPSHOT (2025 ESTIMATES)

LOCATION	APARTMENTS (€/M ²)	VILLAS (€/M ²)
Marbella	€5,300	€6,300
Málaga City	€3,900	€5,100
Fuengirola/Benalmádena	€4,200	€4,800
Inland/Ronda Area	€1,500–2,400	€2,000–3,000

 NOTE:

New-build pricing includes VAT (10%), resale includes ITP transfer tax (7%).

CASE STUDIES

A. NEW-BUILD APARTMENT ON COSTA DEL SOL

- Purchase: **€240,000** during construction
- Increases to **€288,000** by handover (+20%)
- Furnished & licensed in 2 weeks
- Rents **220 nights/year at €100**
- Gross yield: **€22,000** | Net: **~€12,500/year**

B. RENOVATED INLAND VILLA

- Purchase: **€320,000 + €40,000** renovation
- 4 bedrooms, pool, strong summer demand
- Rents **140 nights/year at €180**
- Gross yield: **€25,200** | Net: **~€17,000/year**

NOTE:

Both results depend heavily on professional management and correct pricing.



FINAL THOUGHTS ?

Southern Spain offers attractive returns and lifestyle value—but only with the right setup. The biggest mistake investors make is buying emotionally and managing reactively.

Partnering with a professional team like Fresh Property Management ensures:

- ✓ Informed purchase decisions
- ✓ Smooth legal setup
- ✓ Reliable local support
- ✓ Happy guests—and fewer headaches



READY TO GET STARTED OR HAVE QUESTIONS?



REACH OUT FOR A FREE CONSULTATION.

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