Hansson & Hertzell

YOUR MARKETING PLAN

How we sell your home on the Costa Blanca

Most agents post a listing and wait. We launch a campaign: our own 7-language platform, paid advertising on Google Search, YouTube, Facebook and Instagram, retargeting, video production, 15,000+ registered clients and 350 partner agencies in Spain and across Europe. On the following pages you see exactly where your home will appear.

15,000+
registered clients in our database

500+
homes sold since 2011

350
partner agencies in Spain and across Europe

> We price against the registered notary sale prices for your exact area, not against asking prices.



IN THIS PLAN

01 The valuation
02 Google
03 Social media
04 YouTube
05 Email
06 The partner portal
07 The portals
08 Retargeting
09 hanssonhertzell.com

THE CAMPAIGN MAP

The whole campaign — on one page



01 The valuation

Notary data + comparables — the right price from day one

P. 4 →

02 Google

Paid search — on top when the buyer searches your area

P. 5 →

03 Social media

Reels on Instagram, TikTok and Facebook — with ad budget

P. 6 →

04 YouTube

Cinematic widescreen tour — ranks on Google, stays up

P. 7 →

05 Email

Newsletter to 15,000+ clients + partner mailing to 350 agencies

P. 8 →

06 The partner portal

350 agencies in Spain and across Europe present your home to their buyers

P. 9 →

07 The portals

Idealista · Kyero · Rightmove — right copy per market

08 Retargeting

Buyers who looked but did not reach out are followed up on Facebook and Instagram

09 hanssonhertzell.com

7 languages · your home gets its own page in each

> Nine engines, one home. Everything starts at once on day seven — and you see exactly what happens on the following pages.

THE DIFFERENCE AT EVERY STEP

Seven steps. Every step adds value.

This is how we build the sale of your home — step by step, each one making the next stronger.

The usual setup is photos, one portal and waiting. We work in seven steps — and every step adds something.

01 **Valuation**
The right price — buyers come, no price cut later
→ the right price from the start

02 **Production**
Studio photo and reel — the buyer stops scrolling
→ buyers who stop scrolling

03 **Distribution**
Own site in 7 languages, portals and social channels
→ more buyers

04 **Paid campaign**
Google, YouTube, Facebook and Instagram with a dedicated budget
→ buyers searching right now

05 **Network**
15,000 in the database + 350 partner agencies working for you
→ competition for your home

06 **Retargeting**
No interested buyer is forgotten
→ no buyer lost

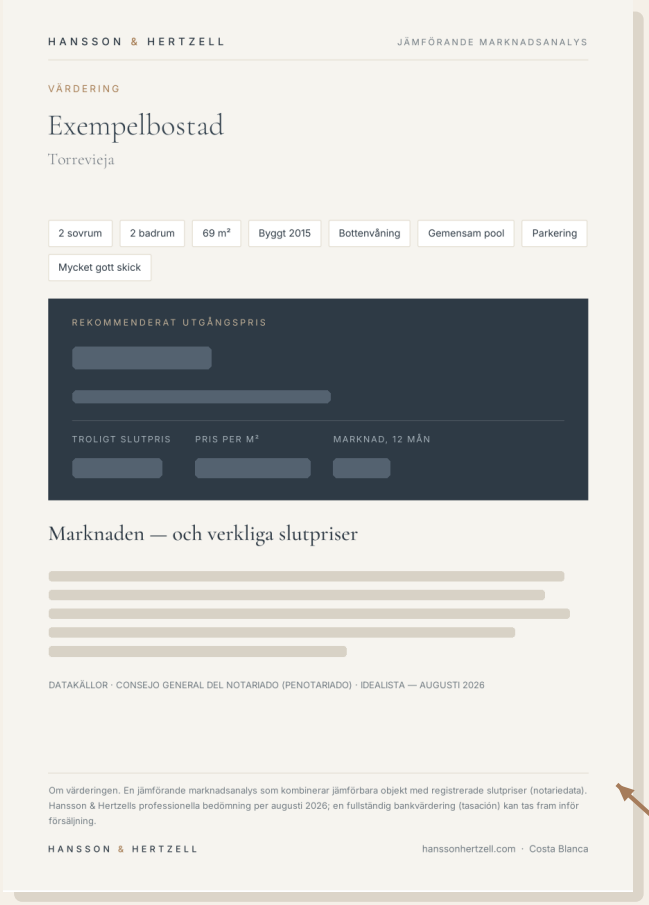
07 **Report**
You see what every channel delivered — and the next step
→ full visibility

> The difference is not decided in the listing. It is decided in the steps before and after.

STEP 1 — THE VALUATION

First a real price. Then a real campaign.

Before we market anything, we produce a comparative market analysis for your home — the same type of report banks and valuers work with. Free, and yours to keep whatever you decide.


HANSSON & HERTZELL

JÄMFÖRANDE MARKNADSANALYS

VÄRDERING

Exempelbostad

Torrevieja

2 sovrum · 2 badrum · 69 m² · Byggt 2015 · Bottenvåning · Gemensam pool · Parkering · Mycket gott skick

REKOMMENDERAT UTGÅNGSPRIS

TROLIGT SLUTPRIS · PRIS PER M² · MARKNAD, 12 MÅN

Marknaden — och verkliga slutpriser

DATAKÄLLOR · CONSEJO GENERAL DEL NOTARIADO (PENOTARIADO) · IDEALISTA — AUGUSTI 2026

Om värderingen. En jämförande marknadsanalys som kombinerar jämförbara objekt med registrerade slutpriser (notariedata). Hansson & Hertzells professionella bedömning per augusti 2026; en fullständig bankvärdering (tasación) kan tas fram inför försäljning.

HANSSON & HERTZELL

hanssonhertzell.com · Costa Blanca

YOUR VALUATION REPORT

Sample report, shown in Swedish. Yours comes in English or Swedish.

01 Registered sale prices — not asking prices

We calibrate against real completed prices from notary data (Consejo General del Notariado) — not against what the neighbour hopes to get.

02 Comparable homes in your area

Sold and current properties that actually resemble yours: size, condition, location, build year. You see them in the report, with sources.

03 Recommended asking price + probable closing price

The report gives a recommended asking price, a probable closing price, price per m² and the market direction over the last 12 months.

FORMAT
3 pages: valuation · comparables · how we work

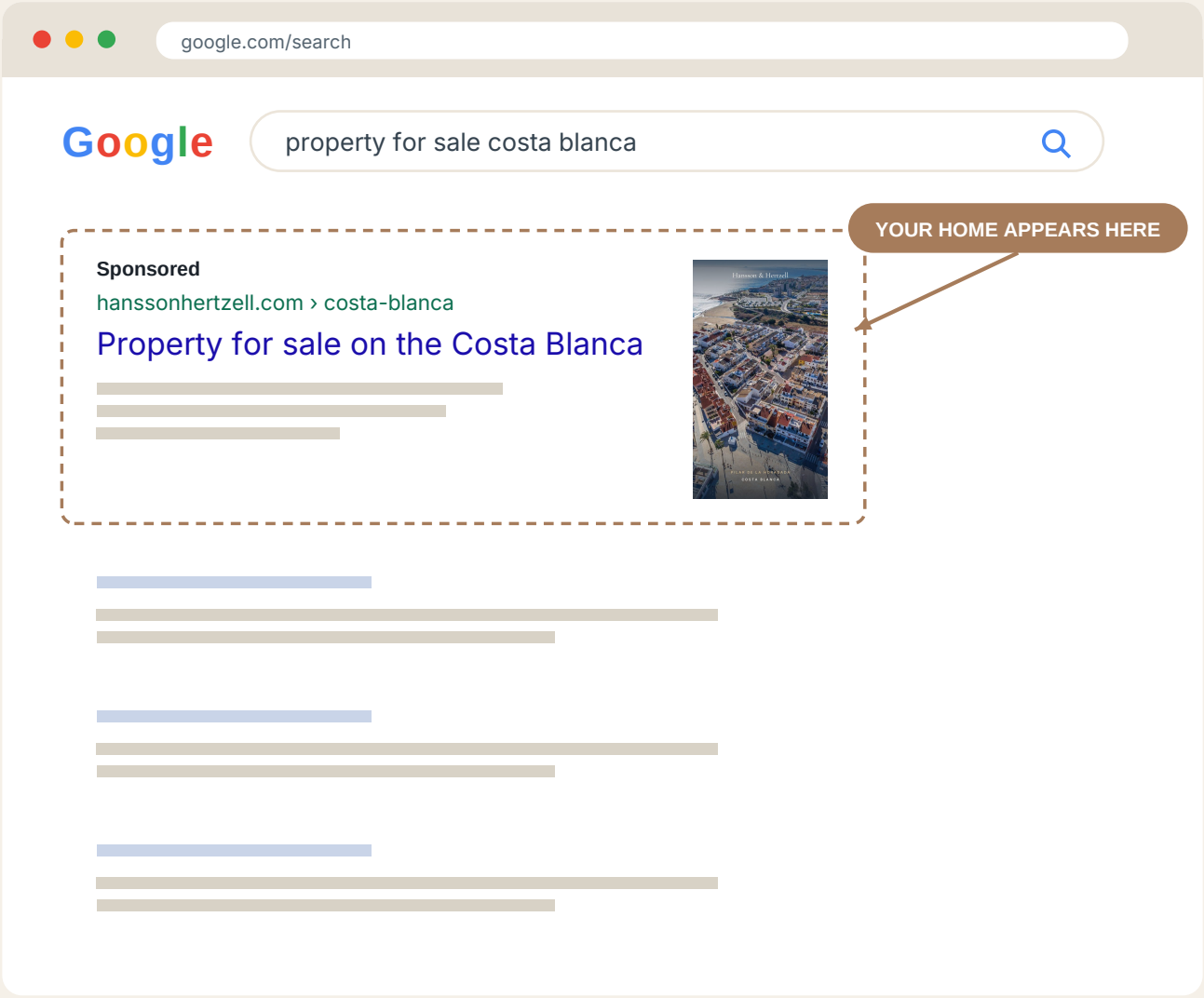
SOURCES
Notary data · comparable sales

COST
Free — yours to keep whatever you decide

> The right price from day one is the single biggest factor in how fast a home sells. That is why everything starts here.

CHANNEL 01 — GOOGLE

When the buyer searches — you are on top



> Paid search campaigns capture buyers googling for a home in your area right now — and send them to a campaign page built for one thing: making contact.

KEYWORDS
"property for sale costa blanca" · "house for sale costa blanca"

LANDING PAGE
One campaign page with one goal: the buyer makes contact

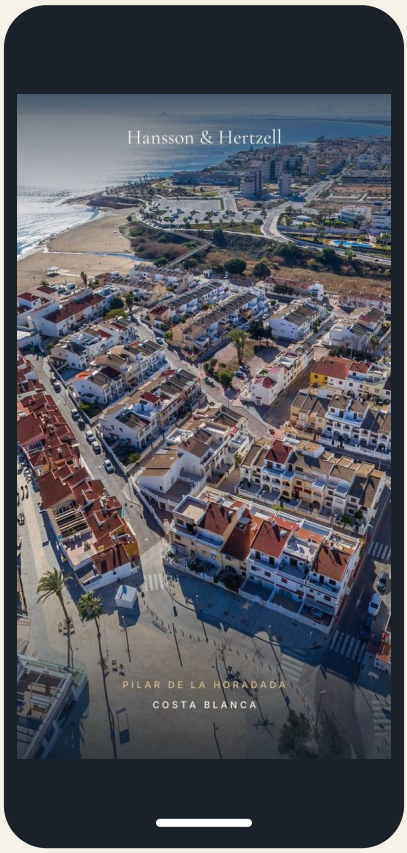
AFTERWARDS
Visitors see your home again on Facebook and Instagram

CHANNEL 02 — SOCIAL MEDIA

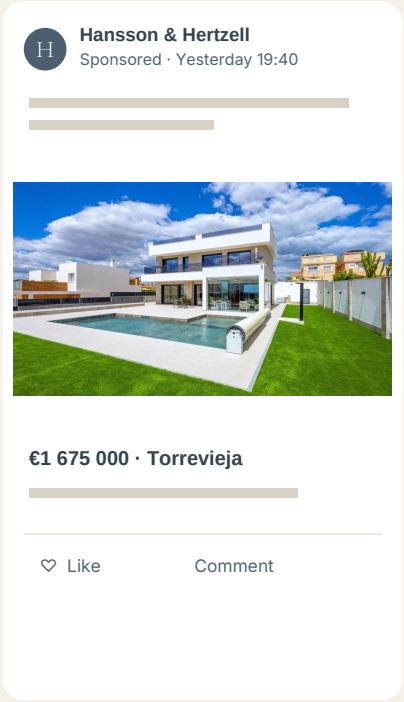
Your home in the buyer's feed



Instagram Reels



TikTok



Facebook

YOUR HOME

> Cinematic reels of your home, produced in our own engine — published on Instagram, TikTok, Facebook and YouTube, and amplified with ad budget. The frames above are from our actual material.

CHANNELS
Instagram · TikTok · Facebook · YouTube

RETARGETING
Everyone who looked without asking sees your home again

PRODUCTION
Reels and ad material from our own engine

CHANNEL 03 — YOUTUBE

Widescreen for buyers who want more



For sale on the Costa Blanca — cinematic tour | Hansson & Hertzell

Published this week · Hansson & Hertzell

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YOUR HOME IN WIDESCREEN

Home for sale on the Costa Blanca. Cinematic tour produced by Hansson & Hertzell — Scandinavian estate agency on the ground since 2011. Book a viewing: hanssonhertzell.com

More tours from the channel







Ranks on Google

YouTube videos appear in Google's search results — your tour is found by buyers researching the area.

It stays

A post disappears in the feed. The tour stays up until your home is sold — linked from the listing, the portals, the newsletters and the partner mailing.

More formats from one shoot

The same production is cut into reels for Instagram and TikTok, and into ads for Facebook and Instagram.

> YouTube is where buyers do their deep research — usually from home, weeks before they fly down.

CHANNEL 04 — EMAIL

Two campaigns. Two very different audiences.

NEWSLETTER — 15,000+ CLIENTS

Hansson & Hertzell

New for sale on the Costa Blanca

Hansson & Hertzell



Jávea · €4 500 000

View the property

Segmented by language, area and budget — your home goes to registered clients interested in exactly this area.

PARTNER MAILING — 350 AGENCIES

Hansson & Hertzell — Partner desk

New listing for your clients — Costa Blanca

Hansson & Hertzell



Jávea · €4 500 000

View the property

Our 350 partner agencies in Spain and across Europe receive your home with sales material — and share it on to their own buyers via Resale Online.

> The same home, two engines: our own client database — and our partner agencies' databases on top of it.

CHANNEL 05 — THE PARTNER PORTAL

350 agencies in Spain and across Europe — working to sell your home

We built our own partner portal for estate agencies in Spain and across Europe. They log in, find your home and present it to their own clients — with their name on the cover and a real reason to do it.



01 **The agency finds your home**

The partner agency logs in and filters our listings — area, type, bedrooms, price. Your home sits there with photos, video and area data.

02 **A presentation in one click**

The portal builds a finished PDF presentation of your home — with the agency's own details — which they send straight to their buyer in Stockholm, Oslo, Amsterdam or Brussels.

03 **We handle the deal. The agency gets its share.**

Viewings, negotiation and paperwork are handled by us. The partner agency receives a share of the fee on completion — which is why 350 agencies have a real interest in your home getting sold.

IN THE PORTAL
Your home is in the portal from day seven

REPLIES
Partner buyers get a personal reply

MARKET DATA
Notary data + area guide in every presentation

> Other agencies have one shop window. We have 350 — and every one of them gets paid to show your home.

YOUR FIRST 14 DAYS

Day by day — this is what happens

DAY 1–2

Valuation & plan

We value your home against real notarised sale prices in the area — not asking prices — and lock the plan with you.

DAY 3–4

Photo & reels produced

The shoot is booked and done. Reels and ad material are produced in our own production engine.

DAY 5–6

Private matching — before launch

Your home is matched against 15,000+ registered clients and presented personally to the ones who fit — before it goes public.

DAY 7

Launch — everywhere at once

The portals, social channels, newsletters to matching clients, the partner mailing to 350 agencies — and paid campaigns go live on Google Search, YouTube, Facebook and Instagram.

DAY 8–13

Enquiries & retargeting

Every enquiry answered and followed up. Buyers who looked but did not reach out are re-engaged through retargeting. Viewings booked continuously.

DAY 14

Report back to you

We go through the interest, the viewings and the next step — together, cards on the table.

WHY THIS WORKS

An ad agency's toolkit. For your home.

What separates us from a typical agent is not ambition — it is background. Your home is marketed with the same methods big brands buy from an agency.



Since 2011
selling homes on the Costa Blanca

M&C Saatchi, London
Oskar worked at the world's largest privately owned advertising agency

BSc Management with Marketing
University of London

Opero
our own marketing agency runs the campaigns, the production and the data — opero.agency

"I go through your home personally before we put a plan in front of you. Message me directly — you get a reply from me, not a switchboard."

Oskar Peterson
Hansson & Hertzell · Torrevieja

GET YOUR FREE VALUATION

hanssonhertzell.com/en/sell

OR MESSAGE ME DIRECTLY ON WHATSAPP

wa.me/34634044970

Calle Canónigo Torres 8, 03181 Torrevieja · hanssonhertzell.com · oskar@hanssonhertzell.com