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Proactive  
real estate  
management



# Serra Real Estate Group

Our path began in 1965 led by Josep Antoni Serra Alsina, who opened the first Finques Serra office on Rambla Principal in Vilanova i la Geltrú, initially dedicated to the management of communities of owners and property rentals.

Nowadays, Serra offers property sale and purchase services, community management and wealth management consultancy. Our goal is to offer a **real estate experience that goes beyond financial transactions, proactively managing properties.**

## Proactive property management? Yes we are!

If we say to you “property management services”, the image of someone sitting in an office, moving paperwork without too much concern probably comes into your mind.

At Serra, we have positioned ourselves at the opposite extreme of this perception. What does this mean? **That every day we strive to anticipate, detect and resolve the problems and needs of our clients.**

We believe that real estate management services can be seen from a **modern, proactive and empathetic perspective**, adapting to new times in which being so corporate and strictly correct is no longer a good card to play. That is why we “loosen our ties” and talk with our clients every day as we do when we meet them in the street: in a relaxed and close way. This is the only way we can take your projects as if they were our own, ensuring complete coverage in the management of your assets.

## Our services

01

Community management

02

Rental management

03

Real Estate

04

Insurance brokerage

# Community management

Can you imagine a community where problems never have a chance to grow—or don't even appear at all?

At Serra we are a team of proactive and restless professionals. Sitting back and waiting for problems to come is not our style. We are more about getting up and finding solutions.

One of these solutions is to make technology work for us and our clients. If we now use apps and the internet for everything, why not take advantage of these resources for better management of homeowners' communities? We have developed a management model based on new technologies never seen before in the Penedès and Garraf area.

## A well-managed community without you having to invest your time in it

- ✓ Technical, legal and financial management of the community. We take care of the paperwork, treasury, non-payments...
- ✓ Comprehensive maintenance of buildings, with reasonable fees and guaranteeing that the ITE is obtained. We regularly visit the properties to carry out a "round of reconnaissance" and check if everything is in order or if any element needs maintenance/repair. Forget about the blown bulb that has been sitting on the landing for months waiting for someone to change it.
- ✓ Energy assessment of the building to achieve economic and environmental savings.
- ✓ We attend you personally from Monday to Friday.

## From "what a hassle" to "everything under control"



### Online management

It was about time there was an app to manage neighborhood communities!

At Serra we have developed our own online administrator. From this platform, any owner can access the information of their community, wherever and whenever they want. Additionally, the presidents can conform their invoices, sign documents, send photos to the manager, report incidents, etc.



### We attend to breakdowns 24/7

Why do breakdowns always seem to happen on holidays or late at night? We don't know if it's Murphy's Law or what. What we do know is that you can rest assured: we attend to emergency breakdowns 24 hours every day of the year. You will never stress again when a pipe breaks down!



# Rental management

Your assets are not static. At Serra we give it life so that it can give you the maximum profit.

We are aware that many people think twice, three times and even more before putting their apartment up for rent, because of the problems that always arise, the fact it is difficult to find good tenants, etc.

We help you rent out your property so that it becomes a source of income, not a source of worries.

## More profit, less risk

Or in other words: more satisfaction, fewer surprises. We manage everything for you related to the rental, so that you get the most out of it without always having to worry about it.

## We take care of everything so you don't have to worry about anything

We take care of:

- ✓ Recruiting: we find the best tenants.
- ✓ Tenant care: change of name of supplies, incidents, etc.
- ✓ Rental management: issuance and collection of bills, landlord settlement, advice, repair of breakdowns, etc.
- ✓ Management of claims and arrears.
- ✓ Termination of contract.

## Get paid on time - With us you're covered!

### Security of payment

- ✓ Notification of non-payment to the insurer within the first month.
- ✓ Collection of the monthly payment in advance, while the eviction lasts.
- ✓ Insurance with coverage for eleven monthly payments.
- ✓ Coverage of court costs (lawyer and attorney) and damages to the property up to €3000.

## What if an eventuality arises? You're still covered!

### Protection of the property

- ✓ Mandatory home insurance that covers damage to third parties that tenants may cause.
- ✓ Technical breakdown service.



# Real Estate

**Buying, selling or renting a property is much more than a financial transaction.** It is a moment full of emotions and expectations, but also of concerns and processes that must be followed carefully.

That is why we have a specialised sales department in the Garraf-Penedès area that is dedicated to supporting you from start to finish.

## Buying and selling properties

You want to buy or sell your house, not spend weeks visiting properties that are not for you, or receiving visitors who only come to have a look around. Our team of advisors listens to you, understands you and helps you find the space you are looking for faster than you can imagine, with simplicity and honesty.

### If you want to sell...

- ✓ We value your property: market study and economic valuation.
- ✓ We give you legal advice, processing the necessary documentation for the sale: certificate of habitability, energy certification, etc.
- ✓ Marketing and advertising: we manage the advertising media to market the property, we publish it on our social networks, etc.
- ✓ We accompany you to the signing of private and public documents.
- ✓ We monitor mortgage cancellations and capital gains.

### If you want to buy...

- ✓ We analyze your needs to guide you towards the ideal product.
- ✓ We look for the product you need.
- ✓ We know the market perfectly.
- ✓ We provide guidance on private and public documents.
- ✓ We help you in your search for tailor-made financing through financial institutions.

### And if you want to rent...

We help you rent your apartment with security, profitability and zero worries.

- ✓ Immediate valuation of the property.
- ✓ Intensive online advertising, and dissemination to Serra's clientele.
- ✓ Checking the suitability of the tenant.
- ✓ Formalisation of the rental contract.



# Insurance brokerage

When you are looking for insurance, you are looking for:

- ✓ Not to be left without the coverage you need.
- ✓ Not to overpay for eventualities that are almost impossible to happen.
- ✓ Not having to do a university master's degree to understand the conditions of your policy.

At Serra, we break with this image and advise you on taking out any type of insurance, especially if it is real estate or home insurance, with the guarantee that it will respond when you need it.

Are you sure? Of course! For us, being insurance brokers is a natural consequence of our great knowledge of real estate.

## More coverage, less cost

Who better than a property manager to design a policy that covers any problem that may arise in a property or community? We are!

Plus, we are also insurance brokers, so we have the freedom to select the ideal policy for each client.

The result? You pay a fair price for insurance that won't leave you in the lurch.



**cobertia**  
CORREDORIA D'ASSEGURANCES



### Multirisk communities

"And now who is going to take care of this?" is the usual question when there is an eventuality in a community. Thanks to our extensive knowledge of community management, we offer insurance that covers everything you need.



### Rent collection

The peace of mind of knowing that you will collect your rent. This guarantee covers non-payment of rent by the tenant, corresponding to the property rented.



### Home

Did you know that insuring your home with the same company as your community makes it possible for you to enjoy more coverage under better conditions? We advise you on everything.

# Offices

## Vilanova i la Geltrú

C/ San Pius X, 17  
Tel. 93 814 17 51

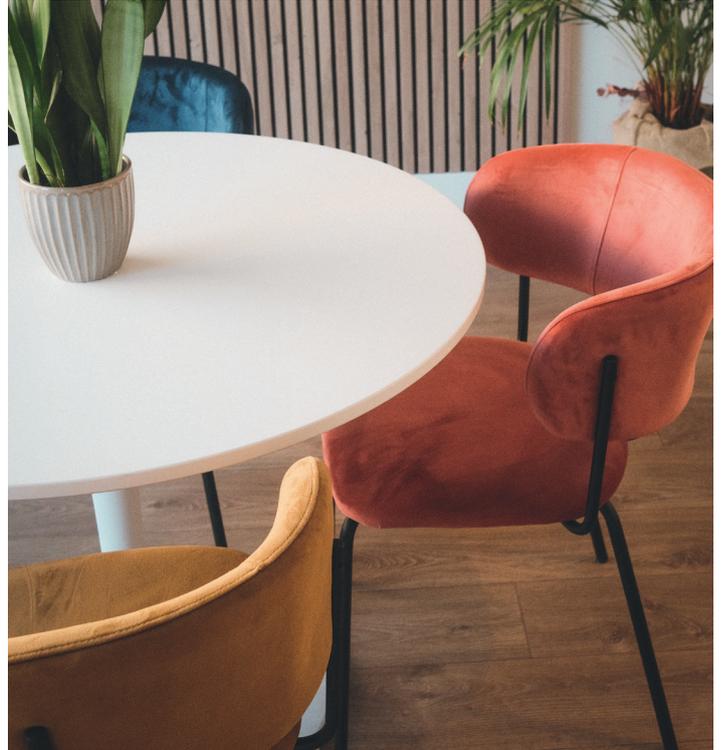
Rambla Principal 26  
Tel. 93 814 87 18

## Sant Pere de Ribes

C / Carç, 56  
Tel. 93 896 47 92

## Vilafranca del Penedès

Av. Tarragona, 8  
Tel. 93 891 55 91



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