



Real Estate Consultancy Services

Where you are the focus,
not the property

Since 1965 helping you to achieve your goals

Selling or renting a home is a complex process, where there are many factors to take into account: getting the best profitability, negotiating a fair price, doing the paperwork... without turning your daily life upside down.

Sounds complicated? Not if you have the right company.

At Serra, we have been assisting thousands of people since 1965 regarding all aspects of their real estate assets.

Under the name of Finques Serra, our path began as managers of communities of owners and property rentals.

Today, we offer services of buying and selling properties, community management, advice on property management and real estate investment, as well as insurance brokerage.

What drives us?

We are driven by our clients' peace of mind. We want them to be as carefree as possible with their property management and to feel supported, knowing that there is a group of experienced and trained professionals who feel their projects as if they were their own. And what happens when you feel a project as if it were yours? You look for the best result! This is what we want for you.

How do we do it?

Trust, proximity and honesty are 3 words that have been in our DNA since 1965.

Today, we have developed an innovative real estate management model adapted to the needs, trends and resources of society in these times of internet, apps and artificial intelligence.

But we haven't lost our philosophy of being like our clients' trusted neighbors.

If you want to have a real estate management company where your interests are the most important thing, and not the properties, join Serra.



We make the way easier for you: our team at your service

You are our "why"

At Serra we put ourselves in your shoes. We know what real estate transactions are like on an economic, administrative, and also emotional basis.

To this empathy with the client we add our experience since 1965, a wide knowledge of the market and the territory. The result: we guide you and help you with everything you need.

Humanity and professionalism

Our team combines, on one hand, people with many years of experience in the real estate field and, on the other hand, highly qualified young talents who bring a fresh and innovative vision to the sector.

Managing your home is a great responsibility. We put ourselves in your shoes, because you are more important than any business, and honesty and trust are non-negotiable values in our daily lives.

Key team members



Sergi Serra Muñoz
General Manager at Serra



Mireia Quintana
Commercial sales Vilafranca



Eloi Marti
Commercial Manager
Property Area Manager



Daniel Aguilera
Commercial sales Vilafranca



Contxi Navarro
Commercial sales Vilanova



Montse Cornellà
Commercial rentals Vilafranca



Teresa Lara
Commercial rentals Vilanova
Commercial sales Ribes/Sitges

Real Estate Consultancy

People, not properties, are the core of our management

Society changes, as do people's tastes and needs. We innovate to adapt to these changes.

In order to respond to the demands of the market, and to offer you the service you really need, we must distinguish between two types of clients with opposite objectives:

- ✓ Property seekers for sale or rent.
- ✓ Owners who want to sell or rent their property.

Specialization commits us to you, positioning ourselves in your favor and exclusively defending your interests.



Two differentiated services

Offer

Type of customer

Property owners

Customer needs

Selling or renting a property

Service we offer

Real estate brokerage

Demand

Type of customer

Property seekers

Customer needs

Buying or renting a property

Service we offer

Personal real estate shopper

Selling or renting your property

Selling or renting a property can be a source of worry. At Serra we won't tell you that we can make it a piece of cake, but almost!

Mediating, advising and managing real estate transactions is our daily work and what we like to do most. Therefore, with us, you will be accompanied at all times and you will obtain the maximum profitability in the shortest time.

How do we make it possible?

01

Needs study

We identify your real needs and carry out a study with the different alternatives to satisfy them.

02

Marketing strategy

Each property is unique and needs a personalized marketing plan.

03

Home Staging

We improve the aesthetic appearance of your property to facilitate its sale or rental, making buyers or tenants see themselves living in it.

04

Professional images and videos

We carry out a professional report of your property, highlighting its strong points to make it irresistible.

05

Visibility

We publish the property on real estate portals, magazines, brochures and in our social networks, so that it reaches those who are looking for it.

06

"Target" visits

We will not bring you people who are not the right profile for your property. We organize "target" visits with clients who really have the potential to buy or rent your property.



Selling or renting... What to do?

Don't stress about it! We help you decide the best thing you can do with your assets, we analyze the different alternatives and we advise you so that, whatever decision you make, you make it with all the knowledge available.

Personal real estate shopper

Imagine having an expert by your side who understands exactly what you are looking for in a property and who works exclusively for you. This is what a Personal Real Estate Shopper (PSI) offers: a professional dedicated to finding the space you are looking for while you relax and enjoy the process.

Benefits



Save time

In visits that serve no purpose.



Save money

Between 5 and 20% of the starting price.



Save headaches

Avoid technical and legal surprises.

Do you want us to look for a property for you?

This is how the process works:

Search

We look for properties as if they were for us, and select those that best fit your expectations.

Selection

We carry out a technical report of the properties and advise you on the valuation and selection. This way you will have the peace of mind of having zero unpleasant surprises.

Negotiation

We carry out a valuation study of the property. We negotiate the best price and take care of all the necessary actions to close the transaction so that you can say: "What a great purchase!"



Complete, proactive and simple real estate management

We take care of everything related to the real estate world so that your assets become a source of well-being

In addition to the services we have already presented, we offer you:

Community management

We manage communities of owners to help you save on all expenses. With our service, maintenance costs are reduced and incidents are resolved without worry.

Rental management

Forget the idea that renting a property is not worth it because it only causes problems. We revalue your assets so that you can obtain the best profitability. In addition, we take care of all the paperwork and resolve any possible eventualities.

Insurance

Who better than a team of property management experts to offer you home insurance? We know how to select the policies that suit both your needs and those of your property. Contact our insurance experts at cobertia.cat



Real estate consultancy

Come to visit us so we can talk!

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