

AI Visibility Index

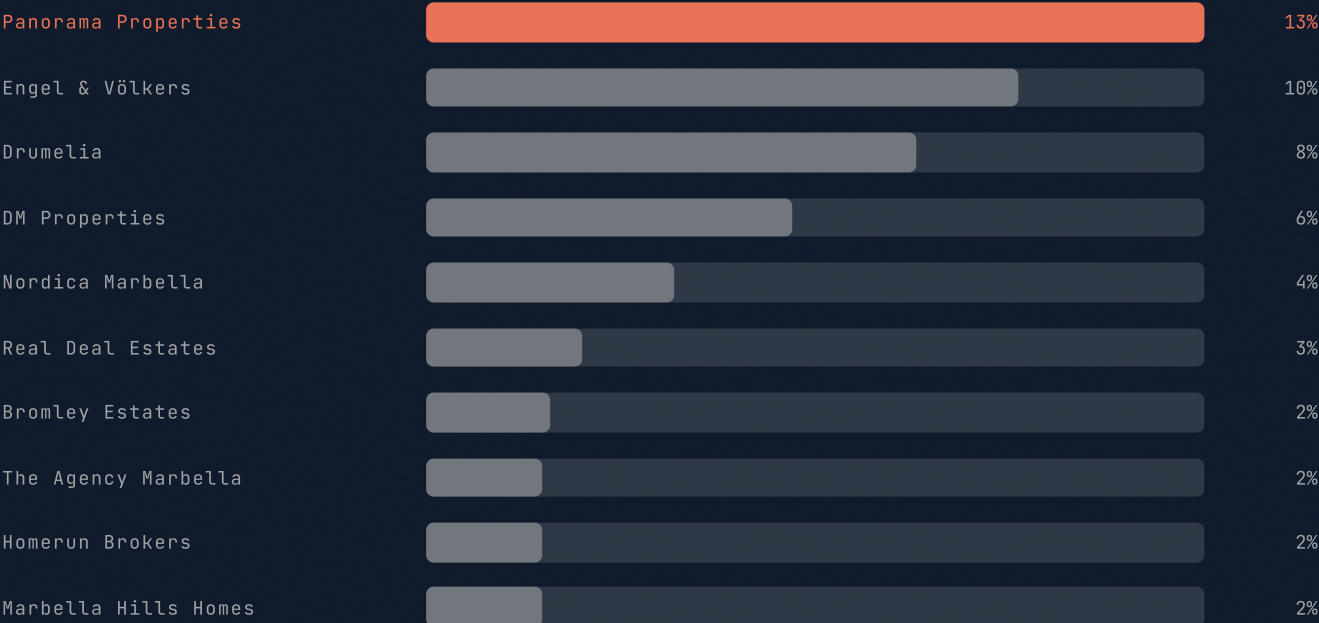
MARBELLA · AUGUST 2026 · EIGHT LANGUAGES · FOUR ASSISTANTS

THE COVER STORY

Who AI recommends when buyers ask about *Marbella*

Buyers ask ChatGPT which estate agent to use, and they type their property searches into it too. Over one week in August we put both kinds of question to four AI assistants about Marbella, in the eight languages its buyers speak, from “which agency should I use” to “villas for sale in Marbella”, and recorded every agency the answers named. Each name was checked against a real trading company.

SHARE OF VOICE · POSITION-WEIGHTED · RECOMMENDATION ANSWERS



1 in 6

answers to *which agency should I use* name no agency at all. That share belongs to nobody.

7 of 8

languages are led by a Marbella independent. The global brand leads one, and it is Spanish.

2,400

searches captured, the queries the assistants ran before they named anybody.

MARKET

Marbella

FIELDWORK

25 to 31 Aug 2026

ANSWERS RECORDED

3,892

PUBLISHED

Mon 7 Sep 2026

AT A GLANCE

One market, eight languages, *four assistants*

One week in August, twenty buyer questions from which agency to use to villas for sale, the eight languages of the coast's buyers, the four assistants they use, and every published name checked by hand against a real trading company.

3,892

assistant answers recorded across the week

20

buyer questions, asked natively in each of the eight languages

1,404

answers to the questions where being named is the win

16%

of those answers name no agency at all

FIVE FINDINGS

Two Marbella independents lead seven of the eight languages. The global brand leads one, and it is Spanish.

Panorama Properties holds first place in five languages and Drumelia in two more, Swedish and Norwegian. Engel & Völkers, named in 515 answers and second overall, is first in Spanish alone, and by three tenths of a point of share of voice: the narrowest first place in the study. Everywhere else the assistants name a local firm before the brand they have heard of everywhere.

The shortlist is already written, and it is four or five names long.

84% of the recommendation answers name at least one agency, and the answers that name anyone give 5.0 names on average. Fewer than one in five answers name nobody. A buyer who asks is handed a list; the question for any agency is whether it is on it.

Beyond the leaders, the shortlist rotates with the buyer's language, toward compatriot agents.

Swedish answers put two Swedish chains, Fastighetsbyrån and Bjurfors, in the five, with Swedish-founded Nordica Marbella fifth. Dutch answers put Excellent Marbella fourth and Costas & Casas just outside the five, both built for Dutch-speaking buyers; French answers name L'immobilière de Marbella; German answers Leon Müller Marbella Estates, recorded almost only in German; Danish answers Danish-owned Marbella & Co.

Two firms anchor every market; the rest of the list is local.

Panorama Properties and Drumelia hold a top-five place in all eight languages, and Engel & Völkers and DM Properties in seven each, both missing only Swedish. Below them the top-five overlap averages 3.7 of 5 across all 28 language pairs, and Swedish shares no more than three names with any other language.

Several firms are recorded almost entirely on one assistant.

10 of the 62 ranked firms take nine in ten or more of their namings from ChatGPT, Space Real Estate and Marbella Luxury Homes among them. Weighting by assistant reach is what keeps that legible rather than flattering.

HOW TO READ THE TABLES

Firms are ranked by **share of voice**: this firm's slice of all the agency names the answers gave, with a name near the top of an answer's list worth more than one near the bottom, combined across assistants using the weights on p. 4. The shares are slices of one whole: summed across every name the answers gave they reach 100, and the 62 ranked firms hold about 88 points of it. **Mentions** is the plain count of answers naming the firm, printed beside every share, and every count is a floor.

WHY THIS MATTERS NOW

~1bn

weekly users of ChatGPT alone, the assistant that answered most of this corpus

OPENAI, 2026

84%

of the recommendation answers in this index named at least one agency to the buyer

THIS INDEX, AUGUST 2026

1.5×

the conversion rate of other referral traffic, for visitors arriving from an AI assistant

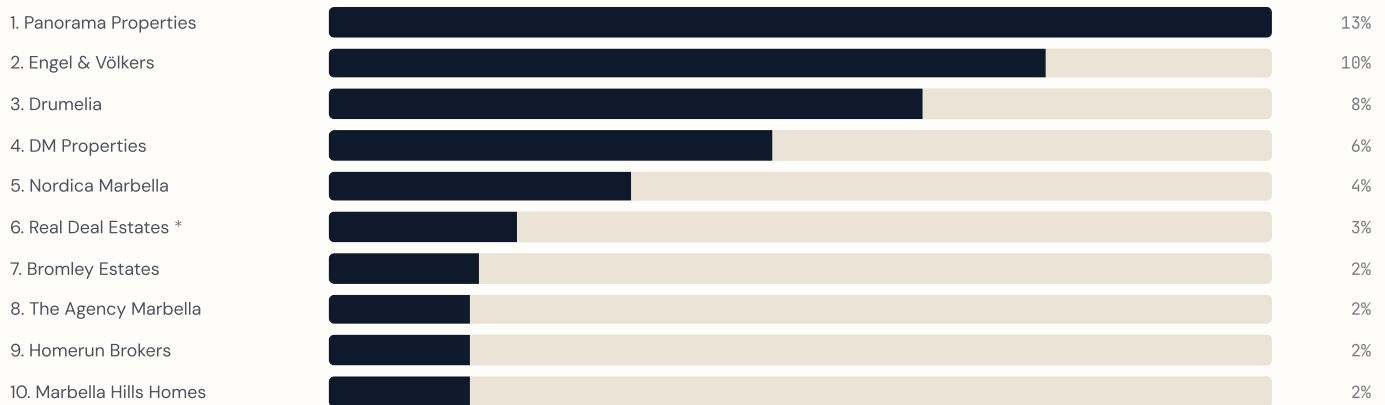
CRITEO CLIENT DATA, 2026

A buyer who asks an assistant which agency to use is mid-decision, and in four of five answers the assistants hand that buyer a list of names. Which names, in which order, and in which language, is what this index measures.

THE LEAGUE TABLE

Ranked by *share of voice*

Of the 1,404 answers to the eleven agency and property-search questions, 1,388 could be read name by name; 1,168 of those named at least one identifiable business, and between them they gave 5,851 agency names — the first figure counts answers, the second counts names inside them, and one answer usually names several agencies. Every name here was verified by hand against a real, trading agency before publication. A verified firm named in at least 20 of the read answers is ranked; one named less often carries its count, unranked, on p. 7.



ALL 62 RANKED FIRMS

AGENCY	VOICE	MENTIONS	AGENCY	VOICE	MENTIONS
1 Panorama Properties	13%	609	32 Costa del Sol Property	<1%	42
2 Engel & Völkers Marbella	10%	515	33 Bjurfors	<1%	41
3 Drumelia	8%	420	34 Leon Müller Marbella Estates	<1%	45
4 DM Properties (Diana Morales)	6%	318	35 Marbella Property Agency	<1%	32
5 Nordica Marbella	4%	221	36 Marbella & Co	<1%	42
6 Real Deal Estates (Realty Group SL) *	3%	127	37 Gilmar	<1%	58
7 Bromley Estates	2%	128	38 Vamoz Marbella	<1%	45
8 The Agency Marbella	2%	109	39 HHomes Real Estate	<1%	41
9 Homerun Brokers	2%	125	40 Serneholt Estate	<1%	35
10 Marbella Hills Homes	2%	92	41 Cilo Marbella	<1%	32
11 Lucas Fox	2%	115	42 Roccabox	<1%	32
12 Knight Frank	2%	100	43 Marbella For You	<1%	36
13 Spain Realty Estate	2%	104	44 Svensk Fastighetsförmedling	<1%	28
14 Solvilla	1%	103	45 Swish Marbella	<1%	20
15 Marbella Estates	1%	111	46 Terra Realty	<1%	23
16 Space Real Estate	1%	73	47 I Find Marbella	<1%	23
17 Marbella Luxury Homes	1%	63	48 Top House Marbella	<1%	29
18 Nevado Realty	1%	81	49 Keller Williams Marbella	<1%	46
19 Excellent Marbella	<1%	61	50 Costa Sunsets	<1%	25
20 Rueda y Toro	<1%	38	51 Luxury Listings Marbella	<1%	26
21 Sotheby's International Realty	<1%	55	52 Puente Romano Real Estate	<1%	23
22 Marbella For Sale	<1%	51	53 Homenetspain	<1%	32
23 MPDunne & Hamptons International	<1%	74	54 Libehomes	<1%	21
24 Nomad Realty	<1%	51	55 Marbella Property Box	<1%	31
25 Pure Living Properties	<1%	55	56 Marbella Dream Living	<1%	23
26 Maisons de Réve	<1%	40	57 Embassy Costa del Sol	<1%	23
27 Costas & Casas	<1%	64	58 Luisa Martín Properties	<1%	24
28 La Sala Homes	<1%	45	59 Mäklarhuset	<1%	24
29 L'immobilière de Marbella	<1%	39	60 SkandiaMäklarna	<1%	26
30 Villa One	<1%	30	61 Crystal Shore Properties	<1%	21
31 Fastighetsbyrån	<1%	38	62 Andalucía Realty	<1%	29

* Trades as Real Deal Estates, registered as Realty Group SL; the answers use both, and both count for it. The ranked ten span a global brand, the local leaders, a Swedish-founded agency trading since 1981, a small advisory most agents have never heard of, and two firms that reach the ten on what they publish: Homerun Brokers, whose site is the seventh most-cited agency domain in the corpus, and The Agency Marbella. In this data, visibility tracks what a firm publishes, not its size.

THE SHARE OF VOICE, WORKED

Why a mention is not *a mention*

Two things separate a mention from a recommendation: where in the answer's list it sits, and which assistant said it. So every name an answer gives earns a position credit, each assistant's credit is divided by all the credit that assistant handed out, and the four results combine by how much of the real market each assistant carries.

1.0

credit for the FIRST name in an answer's list

POSITION CURVE SP-2026-08A

0.87

for the second name, 0.77 for the third
DECAYING BY RANK

0.25

the floor, however deep the list runs
A LATE MENTION STILL COUNTS

5,851

agency names given across the 1,388 read answers

THE DENOMINATOR

SHARE OF EACH ASSISTANT'S VOICE, AND THE WEIGHT EACH ASSISTANT CARRIES

AGENCY	CHATGPT · 0.55	GOOGLE AI MODE · 0.25	GEMINI · 0.15	CLAUDE · 0.05	VOICE	MENTIONS
Panorama Properties	10.4%	18.6%	12.6%	9.2%	13%	609
Engel & Völkers Marbella	9.1%	9.5%	12.3%	9.0%	10%	515
Drumelia	6.0%	11.5%	9.9%	6.5%	8%	420
DM Properties (Diana Morales)	7.1%	2.9%	7.8%	2.6%	6%	318
Nordica Marbella	4.5%	4.1%	3.0%	2.0%	4%	221
Real Deal Estates (Realty Group SL)	4.0%	1.5%	0.1%	0.0%	3%	127
Bromley Estates	1.9%	2.8%	0.8%	3.7%	2%	128
The Agency Marbella	2.3%	2.4%	0.6%	0.0%	2%	109
Homerun Brokers	2.0%	1.1%	2.4%	3.0%	2%	125
Marbella Hills Homes	1.6%	3.7%	0.3%	0.1%	2%	92

THE ARITHMETIC, IN FULL

Panorama Properties holds 10.4% of ChatGPT's position credit, 18.6% of Google AI Mode's, 12.6% of Gemini's and 9.2% of Claude's. Weighted:

$10.4 \times 0.55 + 18.6 \times 0.25 + 12.6 \times 0.15 + 9.2 \times 0.05 = 12.7 \rightarrow 13\%$

Solvilla is named in more answers than Marbella Hills Homes (103 to 92) and ranks below it, because its mentions sit lower in the lists. Position is the asset the raw count cannot see.

THE WEIGHTS, AND THE FLOORS

Assistant weights ws-2026-08a, derived half from assistant usage share and half from referral-click share: ChatGPT 0.55, Google AI Mode 0.25, Gemini 0.15, Claude 0.05. The position curve and the weights are the same ones every Propelos client audit scores with, so this table and an audit's chart are one methodology; a revision ships as a new set beside the old, never as an edit.

An assistant whose answers gave fewer than ten names in a language is left out of that language's composite rather than measured on a sliver, and the remaining weights renormalise. Where an assistant answers through more than one surface, an app and an API, the surfaces are pooled, so one stray answer cannot re-order the index. The four shares combine unrounded and round once for display, so a printed 8% is always more voice than a printed 7%.

WHAT POSITION CHANGES

AGENCY	RANK BY MENTIONS	RANK BY VOICE	MENTIONS	VOICE
Panorama Properties	1	1	609	13%
Engel & Völkers Marbella	2	2	515	10%
The Agency Marbella	11	8	109	2%
Marbella Hills Homes	15	10	92	2%
Lucas Fox	9	11	115	2%
Knight Frank	14	12	100	2%
Marbella Estates	10	15	111	1%
Space Real Estate	18	16	73	1%
Marbella Luxury Homes	20	17	63	1%
Nevado Realty	16	18	81	1%
Excellent Marbella	21	19	61	<1%
Rueda y Toro	37	20	38	<1%

Among the top twenty, every other firm holds its place to within one position. The two rankings mostly agree; where they part, the firm named EARLIER outranks the firm named more often, which is the reading a buyer scanning an answer top-down actually gives it.

LANGUAGE BY LANGUAGE

Eight languages, *eight shortlists*

The same 20 questions, asked natively in each language. Each list is ordered by share of voice within that language's own answers, which is the percentage shown. The overall rank pools all eight languages, so a firm placed fifth or sixth in most lists can outrank one that leads a small one: Nordica Marbella is 5th overall on a Spanish third, an English, a Swedish and a Norwegian fifth, and a sixth to tenth place everywhere else.

ENGLISH		SPANISH		GERMAN		FRENCH	
1. Panorama Properties	15%	1. Engel & Völkers	11%	1. Panorama Properties	17%	1. Panorama Properties	12%
2. Engel & Völkers	10%	2. Panorama Properties	10%	2. Engel & Völkers	16%	2. Engel & Völkers	9%
3. Drumelia	10%	3. Nordica Marbella	6%	3. Drumelia	9%	3. DM Properties	6%
4. DM Properties	7%	4. DM Properties	6%	4. DM Properties	6%	4. Drumelia	6%
5. Nordica Marbella	4%	5. Drumelia	5%	5. Leon Müller Marbella Estates	5%	5. L'immobilière de Marbella	5%

DUTCH		SWEDISH		DANISH		NORWEGIAN	
1. Panorama Properties	14%	1. Drumelia	10%	1. Panorama Properties	10%	1. Drumelia	17%
2. Engel & Völkers	8%	2. Panorama Properties	8%	2. Drumelia	9%	2. Panorama Properties	13%
3. Drumelia	7%	3. Fastighetsbyrån	8%	3. Engel & Völkers	8%	3. Engel & Völkers	10%
4. Excellent Marbella	5%	4. Bjurfors	7%	4. DM Properties	7%	4. DM Properties	9%
5. DM Properties	4%	5. Nordica Marbella	6%	5. Marbella & Co	5%	5. Nordica Marbella	6%

WHAT ROTATES, AND WHAT DOES NOT

Panorama Properties and Drumelia hold a top-five place in all eight languages, and Engel & Völkers and DM Properties in seven each, both missing only Swedish. Swedish is led by Drumelia and carries two Swedish chains, Fastighetsbyrån and Bjurfors, with Swedish-founded Nordica Marbella fifth and Swedish-founded Serneholt Estate 8th. Spanish is the closest race and the one list the global brand leads, Engel & Völkers three tenths of a point ahead of Panorama Properties. Dutch puts the Dutch-language specialist Excellent Marbella fourth, with Costas & Casas just outside the five; French L'immobilière de Marbella; German Leon Müller Marbella Estates; Danish the Danish-owned Marbella & Co. No Norwegian-specialist agency appears anywhere in the Norwegian data, where Drumelia leads and the closest is Nordica Marbella in fifth, which leaves that market looking the most open in the study.

THE ASYMMETRY

56% of Norwegians use generative AI, and Norwegian is about 0.3% of the web. The languages where AI use is highest are the languages where the assistants have the least to read, and the least reason to name you. The same holds for Dutch: 45% adoption against 2.2% of web content.

Eurostat 2025; W3Techs 2025.

MENTIONS BY LANGUAGE · RANKED 1 TO 22

AGENCY	EN	ES	DE	FR	NL	SV	DA	NO	TOTAL
Panorama Properties	133	103	91	82	126	29	23	22	609
Engel & Völkers	111	111	102	60	78	17	17	19	515
Drumelia	101	63	52	38	74	42	19	31	420
DM Properties	75	67	39	38	46	21	15	17	318
Nordica Marbella	43	67	16	14	30	31	8	12	221
Real Deal Estates	24	33	15	11	31	6	5	2	127
Bromley Estates	53	10	9	6	29	11	4	6	128
The Agency Marbella	33	18	12	13	20	6	4	3	109
Homerun Brokers	47	9	11	10	20	17	7	4	125
Marbella Hills Homes	10	19	12	22	20	5	2	2	92
Lucas Fox	34	21	10	16	19	8	2	5	115
Knight Frank	22	18	9	13	15	13	4	6	100
Spain Realty Estate	23	20	12	14	25	2	4	4	104
Solvilla	20	43	4	19	11	2	3	1	103
Marbella Estates	25	18	12	28	8	10	4	6	111
Space Real Estate	16	11	7	12	20	2	3	2	73
Marbella Luxury Homes	13	6	16	4	17	3	2	2	63
Nevado Realty	17	13	8	34	5	.	3	1	81
Excellent Marbella	.	.	.	.	61	.	.	.	61
Rueda y Toro	3	21	2	2	6	2	1	1	38
Sotheby's International Realty	7	23	5	5	9	2	2	2	55
Marbella For Sale	4	7	4	7	27	.	2	.	51

Plain counts, shaded by the firm's share of that language's own answers. Continued on the next page.

LANGUAGE BY LANGUAGE • CONTINUED

Mentions by language, *ranked 23 to 62*

AGENCY	EN	ES	DE	FR	NL	SV	DA	NO	TOTAL
MPDunne & Hamptons	17	9	18	24	4	-	1	1	74
Nomad Realty	5	19	6	7	8	3	2	1	51
Pure Living Properties	11	14	1	12	13	2	2	-	55
Maisons de Rêve	3	24	2	2	5	2	1	1	40
Costas & Casas	-	-	4	6	54	-	-	-	64
La Sala Homes	13	6	3	4	12	4	2	1	45
L'immobilière de Marbella	1	-	-	37	-	1	-	-	39
Villa One	7	2	6	2	12	-	1	-	30
Fastighetsbyrån	-	-	-	-	-	37	1	-	38
Costa del Sol Property	16	9	5	6	3	2	-	1	42
Bjurfors	-	1	-	-	-	40	-	-	41
Leon Müller Marbella Estates	-	-	39	2	3	-	1	-	45
Marbella Property Agency	9	4	2	2	7	5	1	2	32
Marbella & Co	3	-	6	4	12	-	12	5	42
Gilmar	1	45	-	10	-	2	-	-	58
Vamoz Marbella	-	-	-	-	45	-	-	-	45
HHomes Real Estate	8	9	4	4	14	-	2	-	41
Serneholt Estate	5	-	-	-	3	26	1	-	35
Cilo Marbella	1	8	-	13	10	-	-	-	32
Roccabox	4	8	3	5	7	2	3	-	32
Marbella For You	7	4	4	3	15	1	2	-	36
Svensk Fastighetsförmedling	-	-	-	-	-	28	-	-	28
Swish Marbella	2	5	4	8	1	-	-	-	20
Terra Realty	8	2	3	-	6	-	3	1	23
I Find Marbella	8	-	5	2	6	1	1	-	23
Top House Marbella	5	12	-	8	3	1	-	-	29
Keller Williams Marbella	1	32	3	10	-	-	-	-	46
Costa Sunsets	5	5	7	2	4	1	1	-	25
Luxury Listings Marbella	6	1	6	3	6	1	3	-	26
Puente Romano Real Estate	8	3	3	3	6	-	-	-	23
Homenetspain	14	2	-	2	-	13	-	1	32
Libehomes	2	2	-	13	3	-	1	-	21
Marbella Property Box	-	29	-	2	-	-	-	-	31
Marbella Dream Living	11	1	4	2	5	-	-	-	23
Embassy Costa del Sol	-	8	1	7	3	4	-	-	23
Luisa Martín Properties	-	17	2	2	1	2	-	-	24
Mäklarhuset	-	-	-	-	-	24	-	-	24
SkandiaMäklarna	-	1	-	-	-	24	1	-	26
Crystal Shore Properties	11	2	2	2	3	-	-	1	21
Andalucia Realty	-	14	-	8	-	-	6	1	29

Plain counts, shaded by the firm's share of that language's own answers. A total marked + is summed from the language tables and is a floor. The 39 verified firms below the ranked line are on p. 7.

BELOW THE RANKED LINE

Verified, named fewer than *20 times*

39 firms passed the same verification as every ranked firm and were named too few times to rank: a share of voice under one per cent does not separate one firm from another, so they carry their count and no place. They are counted in every total in this report.

Mónica Labord Properties (19), NHC Dallimore Marbella (19), HusmanHagberg (18), Stand Inmobiliario (18), Muse Marbella (17), Innovative Property (16), Real Marbella Estate (16), Berkshire Hathaway HomeServices Spain (15), Immomarbél (15), MarBanús Estates (15), MarbeMar Estate (15), Avida Estate (14), Immo Krämer (14), 3SA Estate (13), Banús Property Marbella (13), Fine & Country (13), Prime One Living (13), Savills (13), Sun Properties Marbella (13), Every Home Marbella (12), Kristina Szekely International Realty (12), Costa Specialist (11), Dream Property Marbella (11), Lula Homes (11), One Living Estate (11), Airus Homes (10), Best House Marbella (10), HOMEMADE Estate Marbella (10), Marbella Star Homes (10), Mihous (10), Tecnocasa (10), Mojo Estates (9), The Marbella Agency (9), Teo, el Alquimista inmobiliario (8), Inmolux Group (7), Webster & Co (7), Helios Homes (4), Nordica Estates (4), Marchi Realty (3).

THE SAME FIRMS BY LANGUAGE

AGENCY	EN	ES	DE	FR	NL	SV	DA	NO	TOTAL
Mónica Labord Properties	1	12	-	-	5	-	-	1	19
NHC Dallimore Marbella	7	2	3	3	4	-	-	-	19
HusmanHagberg	-	-	-	-	-	18	-	-	18
Stand Inmobiliario	-	18	-	-	-	-	-	-	18
Muse Marbella	4	2	3	-	5	2	1	-	17
Innovative Property	6	-	-	2	-	-	4	4	16
Real Marbella Estate	3	6	-	-	6	-	-	1	16
Berkshire Hathaway HomeServices Spain	1	9	5	-	-	-	-	-	15
Immomarbél	-	-	4	6	4	-	-	1	15
MarBanús Estates	6	2	2	2	2	-	1	-	15
MarbeMar Estate	-	5	-	2	5	2	-	1	15
Avida Estate	2	-	2	2	2	1	2	3	14
Immo Krämer	-	-	14	-	-	-	-	-	14
3SA Estate	8	-	-	-	-	4	1	-	13
Banús Property Marbella	1	-	2	2	5	2	1	-	13
Fine & Country	5	-	2	1	4	-	-	1	13
Prime One Living	-	1	7	1	3	-	1	-	13
Savills	6	1	2	-	-	2	-	2	13
Sun Properties Marbella	-	-	-	-	-	2	11	-	13
Every Home Marbella	3	4	-	4	1	-	-	-	12
Kristina Szekely International Realty	1	10	-	-	1	-	-	-	12
Costa Specialist	-	-	-	-	11	-	-	-	11
Dream Property Marbella	5	-	1	-	3	-	2	-	11
Lula Homes	5	-	2	2	2	-	-	-	11
One Living Estate	6	2	1	-	1	-	1	-	11
Airus Homes	-	5	-	5	-	-	-	-	10
Best House Marbella	8	2	-	-	-	-	-	-	10
HOMEMADE Estate Marbella	-	-	4	-	5	-	-	1	10
Marbella Star Homes	5	-	1	3	1	-	-	-	10
Mihous	-	-	-	-	10	-	-	-	10
Tecnocasa	-	9	-	1	-	-	-	-	10
Mojo Estates	-	-	-	-	2	-	7	-	9
The Marbella Agency	-	-	3	3	-	-	-	3	9
Teo, el Alquimista inmobiliario	-	5	-	-	2	-	1	-	8
Inmolux Group	-	4	-	-	2	-	1	-	7
Webster & Co	5	-	2	-	-	-	-	-	7
Helios Homes	-	-	2	2	-	-	-	-	4
Nordica Estates	2	-	2	-	-	-	-	-	4
Marchi Realty	-	-	-	-	3	-	-	-	3

WHAT THE VERIFICATION EXCLUDED, AND WHY

Category phrases. Strings a detector read as names but which are ordinary description: "Dedicated Buyer's Agent", "Agencias Inmobiliarias Destacadas", "Nederlandstalige Makelaars". They are excluded, and where a real firm's name is also such a phrase it is counted only as written.

Real, but not agencies. A property portal, an awards body, a directory of "the best agencies per city", and two named developments were each verified as real and then excluded, because none of them is an estate agency competing for the buyer this report is about.

Named, but tied to nothing. A name the model read that matches no verified firm counts for nobody. The export names those too, so the size of the remainder is known: the largest was read in 11 answers, against 38 for the twentieth ranked firm.

WHAT THE ASSISTANTS READ

The sources behind *the recommendations*

Every answer produced by live web reading cites its sources, and the two halves of the questionnaire send the assistants to different places. 2,437 of the 3,892 answers were grounded that way, and these are the domains each half consulted most. The eleven questions the league counts are above; the nine it does not are below them, and page 10 reads those nine on their own.

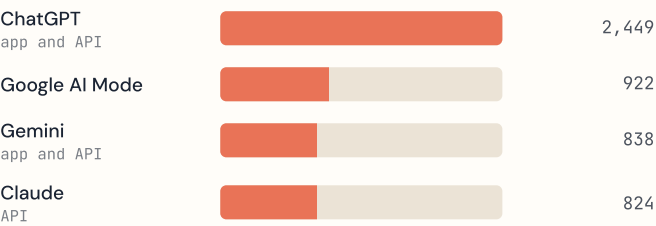
THE ELEVEN AGENCY QUESTIONS · 1,404 ANSWERS

DOMAIN	CITATIONS	WHAT IT IS
idealista.com	430	Spain's largest property portal
panoramamarbella.com	332	Agency site, Panorama Properties
drumelia.com	242	Agency site, Drumelia
dmproperties.com	236	Agency site, DM Properties
google.com	204	Search and business profiles
marbella-ev.com	178	Agency site, Engel & Völkers Marbella
engelvoelkers.com	144	Agency site, Engel & Völkers global
juntadeandalucia.es	143	Regional government
marbella-estates.com	111	Agency site, Marbella Estates

THE NINE PROCESS AND COST QUESTIONS · 1,033 ANSWERS · RANK NOBODY

DOMAIN	CITATIONS	WHAT IT IS
juntadeandalucia.es	264	Regional government
idealista.com	182	Spain's largest property portal
panoramamarbella.com	112	Agency site, Panorama Properties
sede.agenciatributaria.gob.es	111	Spanish tax agency
realista.com	101	Property portal
drumelia.com	71	Agency site, Drumelia
dmproperties.com	67	Agency site, DM Properties
administracion.gob.es	66	
clientebancario.bde.es	65	

WHERE THE MENTIONS HAPPENED



Recorded mentions of the 62 ranked firms. These are counts, not shares: ChatGPT answered more of the corpus than any other assistant, which is why the ranking weights each assistant against its own voice rather than pooling raw totals.

THE READING IS NOT ALWAYS FRESH

Space Real Estate is named in 73 answers and ranks 16th, 71 of those namings from ChatGPT alone, yet no site of its own appears among the 872 domains the assistants cited, in any language, and the domain the firm traded under now redirects to unrelated content. It is ranked because the index records what the assistants recommend, and they recommend it; what the index cannot show is a live business behind the name. Assistants read old lists as readily as live sites. The reverse also holds: a directory of “the best agencies per city” was cited 30 times, so the lists other people publish about this market are part of what the assistants repeat.

THE GLOBAL BRAND, READ AND NAMED

Engel & Völkers' two domains were consulted **347** times between them, more than any agency site except the local leaders', and the firm is named in 515 of the 1,388 read answers, second only to Panorama Properties. It ranks second overall and first in one language, Spanish, by three tenths of a point, because the assistants tend to name the local independents before it. Being read, being named and being named first are three different assets, and this report measures each one separately.

The two lists share 5 domains of nine. Buyers ask about purchase costs, taxes and process as well as about agencies, and the assistants go to the primary sources for the first. An agency whose site answers the process questions gives the assistant a reason to read it. Citation and recommendation are different behaviours, and this report measures them separately: a firm can be widely read without being recommended.

WHAT THEY TYPED INTO A SEARCH ENGINE

The searches behind *the answers*

Before an assistant names an agency it runs its own searches. Across 991 of the 2,437 answers read from the live web we can see every one of them: 2,400 searches, 1,482 of them different. Read the coverage first: two of the five configurations publish no searches at all and ChatGPT's consumer app publishes almost none, so this page is what **ChatGPT's API** and **Claude's API** searched for. A configuration that shows nothing has not told us it searched for nothing.

CONFIGURATION	ANSWERS	SEARCHES SHOWN	SEARCHES	PER ANSWER
ChatGPT API	504	504	1,900	3.8
Claude API	482	482	492	1.0
ChatGPT consumer app	489	5	8	1.6
Gemini consumer app	472	none	none	not shown
Google AI Mode	490	none	none	not shown

THE SIX AGENCY QUESTIONS · 335 SHOWN, 486 NOT · 2.4 SEARCHES EACH

SEARCH	ANSWERS	LANGS
best rated real estate agents Marbella reviews	6	nl sv
best estate agents buying apartment Marbella	4	en
best estate agents Marbella 2026	4	en
beste makelaar woning verkopen Marbella	4	nl
beste makelaars appartement kopen Marbella	4	nl
makelaars Marbella meertalige medewerkers	4	nl
Marbella estate agents multilingual staff	4	en
mejores inmobiliarias Marbella 2026	4	es
mejores inmobiliarias vender vivienda Marbella 2026	4	es
site:juntadeandalucia.es Registro Agentes Inmobiliarios Especializados Sector Residencial Andalucía 2026 inscripción	4	en fr

THE FIVE LISTING SEARCHES · 238 SHOWN, 345 NOT · 1.4 SEARCHES EACH

SEARCH	ANSWERS	LANGS
obra nueva Marbella 2026	8	en es
villa's te koop Marbella	5	nl
apartments for sale Marbella	4	en
appartementen te koop Marbella	4	nl
immobilier neuf Marbella 2026	4	fr
luxury villas for sale Marbella	4	en
luxury villas Marbella 2026	4	fr
nieuwbouw te koop Marbella	4	nl
vastgoed te koop Marbella	4	nl
villas for sale Marbella	4	en

THEY CHECK THE FIRMS THEY ARE ABOUT TO NAME

Of the 150 most-run searches behind the agency questions, **23% ask for reviews or ratings**, 13% ask for a firm's official page and 13% name a specific agency, 11 firms in all, led by Drumelia (14), Panorama Properties (10), DM Properties (Diana Morales) (10), Engel & Völkers Marbella (9), Lucas Fox (6). Two operators appear by name: site:trustpilot.com/review and site:juntadeandalucia.es, the second being Andalusia's official register of estate agents. The pattern is shortlist, then verify.

The year is in the query. 56% of the most-run listing searches and 27% of the agency ones carry 2026 in the string, and 27% of the listing searches ask for the official or current listings rather than a portal's copy of them.

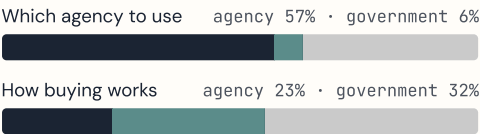
On the nine process and cost questions they search for nobody. 418 of those answers showed their searches, 615 did not; 1,265 searches, 3.0 each, more than either half of the agency questions needs. Of the 223 most-run, not one names an estate agency. The most-run strings of all are not searches at all: five of them are arithmetic typed into the search box, working out a gross rental yield from a monthly rent and a price per square metre.

THE OTHER NINE QUESTIONS

What happens when buyers ask *how buying works*

Nine of the twenty questions are not about which agency to use. They ask what the purchase costs, how the process runs, what the taxes are, which area suits which buyer. No agency is ranked on them and no answer to them earns a single point in the league table. They are worth reading anyway, because this is where an agency is read rather than recommended, and the reading is a good deal easier to earn.

WHERE THE CITATIONS GO · AGENCY SITES · GOVERNMENT



Across the forty most-cited domains of each class. Asked which agency to use, 57% of the reading is agency sites and 6% is government. Asked how buying works, government is 32% and agency sites fall to 23%. The regional government of Andalusia is the single most-read source of the class, 264 citations, ahead of every property portal.

EACH LANGUAGE IS SENT SOMEWHERE DIFFERENT

LANGUAGE	ANSWERS	READ MOST	THEN	THEN
English	200	juntadeandalucia.es 44	idealista.com 28	wise.com 25
Spanish	202	juntadeandalucia.es 59	idealista.com 36	panoramamarbella.com 27
German	137	juntadeandalucia.es 36	idealista.com 24	panoramamarbella.com 24
French	110	juntadeandalucia.es 32	idealista.com 28	jacheteenespagne.com 26
Dutch	202	juntadeandalucia.es 47	idealista.com 33	realista.com 32
Swedish	92	juntadeandalucia.es 29	realista.com 20	idealista.com 16
Danish	45	sunpropertiesmarbella.com 13	juntadeandalucia.es 9	idealista.com 8
Norwegian	45	idealista.com 9	eiendomspania.no 8	juntadeandalucia.es 8

The regional government of Andalusia is the most-read source in six of the eight languages, and Spain's largest property portal is second in five. The two smallest languages are the exceptions: a Danish buyer asking how buying works is sent first to the site of a Danish-run agency in Marbella, and a Norwegian buyer, after the portal, to a Norwegian-language guide to buying in Spain. Where a language is small enough, whoever writes the guide in it is the source.

READ ON QUESTIONS THAT RANK NOBODY

Of the fifteen most-read sources on these nine questions, five are estate agency websites: panoramamarbella.com (112), drumelia.com (71), dmpproperties.com (67), musemarbella.es (47), marbellaco.com (39). Not one of those citations earns a firm a place in the league table, because the question was never which agency to use. It is the clearest thing in this report for an agency to act on: a site that answers the process questions is read while the assistant explains something else, and read again when somebody asks who to use.

Being read is not being recommended. Muse Marbella (musemarbella.es, 47) is read on these questions more than any other firm's site here bar three, and appears in no table in this report: the answers about which agency to use did not name the firm often enough to reach the 20-mention floor.

METHOD, IN FULL

How this was measured, and *what it cannot say*

What was asked

One questionnaire of 20 buyer questions, asked in each language in its own words rather than through live translation. **Eleven decide the ranking:** six ask which agency to use and five are the listing searches a buyer types into an assistant. **Nine do not:** they ask how buying works, what it costs and where to buy. The full set is printed on pp. 12 to 14.

What answered

Four assistants across six configurations: ChatGPT (app and API), Google's Gemini (app and API), Google AI Mode, and Anthropic's Claude (API). Fieldwork ran 25 to 31 August 2026; 3,892 answers were kept after removing 4,677 duplicate rows produced by repeated sampling.

Which answers count

Only answers the assistant produced by **reading the live web**. Of the 3,892 recorded, 2,437 were grounded that way: 1,404 answering one of the eleven agency questions and 1,033 answering one of the nine about process and cost. The remaining 1,455 were produced from the model's own memory with no live reading, and they appear in no table in this report. The league counts the eleven, listing searches included, with the 16 that could not be read name by name left outside every count. **The nine earn no firm a single point.** A firm named while an assistant explains a tax is an aside, not a recommendation, and pooling the two would make every share a function of how many tax questions the run happened to ask. Propelos client audits weight the two classes 80/20 in their headline score; this index counts the eleven alone, and the answers to the nine are read for their sources instead, on pages 8 and 10.

How names were counted, and the limits of that

Every answer to the eleven was read in full by a language model (Claude Haiku 4.5, reading version mx-2026-09a), which listed each estate agency the answer named, as the answer wrote it, with any link it gave for the firm. Each name was then tied to one row of a roster of verified firms: by its spelling, by the firm's own domain where the answer linked it, or by the distinctive words of its name, so that "Drumelia", "Drumelia Real Estate" and "Drumelia Real Estate Marbella" are one firm. A name the model read that matches no verified firm counts for nobody. The roster was built from the answers by an automatic detector, corrected by hand where it had fused two firms or swept a phrase into a firm's row, and extended by hand with firms the detector could not find, each on the evidence of the answers' own links to its site; every correction and addition is recorded.

Reproducing these figures

The position curve, the per-assistant shares and the weights are on p. 4, and the composite is their weighted mean, so any row of the league can be recalculated by hand. The question set is on pp. 12 to 14, the sources on p. 8, and the evidence behind every published name in the annex.

Every published name was verified by hand

Before publication, every name surfaced from the answers was checked against the record of a real trading business, using several sources together: the firm's own website, its profiles on the portals the assistants read, Google Business records, local search, and this study's own citation data. The standard is a positive identification: 101 firms passed it and appear here, listed A to Z on pp. 15 to 17 with the evidence for each. Detected strings that turned out to be category phrases, directories, developments or an awards body were excluded. A verified firm is ranked when the read answers name it at least 20 times, and listed with its count, unranked, when they name it less often.

What this report does not claim

This measures visibility, not quality. Being named often is not evidence an agency is good, and absence is not a judgment on any firm's service. The report does not claim to know why any single answer named any firm; the patterns it describes are observed regularities, not mechanisms. No agency can buy a place in these tables: the counting rules were applied identically to every firm, every verification and attribution call is documented in the annex, and the method and question set are public so it can be checked.

THE PUBLISHER, AND RELATIONSHIPS DISCLOSED

Propelos makes AI software for estate agencies, and sells three things. We design, build and run agency websites on our own proprietary AI-native CMS platform, where conversational search, a live map, mortgage figures and saved shortlists come as standard. We also offer the conversational AI search tool on its own as the **AI Property Finder**, which goes into a site an agency already has in one line of code and answers buyers in 95 languages from their live listings. And this month we launch the third, **AI visibility (GEO)**: measuring whether the assistants name an agency, then doing the work that changes the answer. The method behind it is the method behind this index.

We work with several agencies in this market. Some of them appear in the tables in this report and some do not. No commercial relationship played any part in detection, counting or ranking, and the counting rules and the verification standard above were applied to clients and non-clients identically.

RIGHT OF REPLY

The ten highest-ranked firms were notified before publication, with the method and their own figures. Corrections and queries: press@propelos.com. If we got something wrong, we will say so on the published page.

THE QUESTION SET

Every question, *as it was asked*

Twenty intents, asked in every language in its own words. The eleven **WHO** and **SEARCH** questions (which agency to use, and listing searches) are the ones the league counts. The nine **HOW** questions (process, cost, area) feed the sources table on p. 8 and never the league: a firm named while an assistant explains a tax is an aside, not a recommendation. The key on the right is the intent, which is what makes a question in one language the same question in another.

English		20 QUESTIONS · 20 ANSWERED
WHO	Which estate agents are best for buying an apartment in Marbella?	find_agent
WHO	How do I find a trustworthy estate agent in Marbella as a first-time buyer?	trust
WHO	What are the top rated property agencies in Marbella for first-time buyers?	top_rated
WHO	Which estate agent should I use to sell property in Marbella?	selling
WHO	Are there estate agents in Marbella with multilingual staff?	language_support
WHO	Can you recommend a good estate agent in Marbella?	recommend_agent
SEARCH	property for sale in Marbella	search_property
SEARCH	apartments for sale in Marbella	search_apartments
SEARCH	villas for sale in Marbella	search_villas
SEARCH	luxury villas for sale in Marbella	search_luxury
SEARCH	new developments in Marbella	search_new_build
HOW	What is the process for buying an apartment in Marbella?	buying_process
HOW	What taxes and fees do I pay when buying an apartment in Marbella?	costs
HOW	Which areas of Marbella are best to live in?	area_advice
HOW	Is Marbella a good place to buy property as an investment?	area_investment
HOW	What should I know before moving to Marbella?	relocation
HOW	Do I need a lawyer to buy property in Marbella?	legal
HOW	Can I get a mortgage to buy property in Marbella?	mortgage
HOW	Is it better to buy new build or resale in Marbella?	new_build
HOW	What rental yields can I expect from property in Marbella?	rental_yield
Spanish		20 QUESTIONS · 20 ANSWERED
WHO	¿Cuáles son las mejores inmobiliarias para comprar un apartamento en Marbella?	find_agent
WHO	¿Cómo encuentro una inmobiliaria de confianza en Marbella si compro mi primera vivienda?	trust
WHO	¿Cuáles son las agencias inmobiliarias mejor valoradas de Marbella si compras tu primera vivienda?	top_rated
WHO	¿Con qué inmobiliaria conviene vender una vivienda en Marbella?	selling
WHO	¿Hay inmobiliarias en Marbella con personal que hable varios idiomas?	language_support
WHO	¿Me puedes recomendar una buena inmobiliaria en Marbella?	recommend_agent
SEARCH	propiedades en venta en Marbella	search_property
SEARCH	apartamentos en venta en Marbella	search_apartments
SEARCH	villas en venta en Marbella	search_villas
SEARCH	villas de lujo en Marbella	search_luxury
SEARCH	obra nueva en Marbella	search_new_build
HOW	¿Qué pasos hay que seguir para comprar un apartamento en Marbella?	buying_process
HOW	¿Qué impuestos y gastos se pagan al comprar un apartamento en Marbella?	costs
HOW	¿En qué zonas de Marbella conviene vivir?	area_advice
HOW	¿Es Marbella un buen sitio para comprar una vivienda como inversión?	area_investment
HOW	¿Qué debo saber antes de mudarme a Marbella?	relocation
HOW	¿Necesito un abogado para comprar una vivienda en Marbella?	legal
HOW	¿Puedo conseguir una hipoteca para comprar una vivienda en Marbella?	mortgage
HOW	¿Es mejor comprar obra nueva o segunda mano en Marbella?	new_build
HOW	¿Qué rentabilidad de alquiler se puede esperar de una vivienda en Marbella?	rental_yield

WHY THE SAME 20 EVERYWHERE

A question is an intent, not a form of words. The questionnaire is fixed as 20 intents, written natively in each language, so that a difference between two languages' tables is a difference in what the assistants say and never a difference in what we asked them. Where a phrasing was refined during the month the most recent wording is printed here, and both phrasings' answers count once, against the intent.

COVERAGE

All eight languages answered all 20 intents inside the fieldwork window. Danish and Norwegian carry the smallest samples, 60 and 58 recommendation answers, and read as the direction of a small market rather than a settled order. No figure here is an average across languages: each table counts only its own language's answers.

THE QUESTION SET · CONTINUED

German		20 QUESTIONS · 20 ANSWERED
WHO	Welche Immobilienmakler eignen sich am besten, um eine Wohnung in Marbella zu kaufen?	find_agent
WHO	Wie finde ich einen vertrauenswürdigen Immobilienmakler in Marbella, als Erstkäufer?	trust
WHO	Welche Maklerbüros in Marbella haben die besten Bewertungen, für Erstkäufer?	top_rated
WHO	Welchen Immobilienmakler sollte ich beauftragen, um eine Wohnung in Marbella zu verkaufen?	selling
WHO	Gibt es in Marbella Immobilienmakler mit mehrsprachigem Personal?	language_support
WHO	Kannst du mir einen guten Immobilienmakler in Marbella empfehlen für Erstkäufer?	recommend_agent
SEARCH	Immobilien kaufen Marbella	search_property
SEARCH	Wohnung kaufen Marbella	search_apartments
SEARCH	Villen kaufen Marbella	search_villas
SEARCH	Luxusvillen kaufen Marbella	search_luxury
SEARCH	Neubauprojekte Marbella	search_new_build
HOW	Wie läuft es ab, eine Wohnung in Marbella zu kaufen?	buying_process
HOW	Welche Steuern und Gebühren muss ich zahlen, wenn ich eine Wohnung in Marbella kaufe?	costs
HOW	Welche Gegenden in Marbella eignen sich am besten zum Wohnen, für Erstkäufer?	area_advice
HOW	Lohnt es sich, eine Wohnung in Marbella als Kapitalanlage zu kaufen?	area_investment
HOW	Was sollte ich wissen, bevor ich nach Marbella ziehe, als Erstkäufer?	relocation
HOW	Brauche ich einen Anwalt, um eine Immobilie in Marbella zu kaufen?	legal
HOW	Kann ich eine Baufinanzierung bekommen, um eine Immobilie in Marbella zu kaufen?	mortgage
HOW	Ist es besser, in Marbella eine Neubauimmobilie oder eine Bestandsimmobilie zu kaufen?	new_build
HOW	Welche Mietrendite kann ich erwarten, wenn ich eine Immobilie in Marbella vermiete?	rental_yield
French		20 QUESTIONS · 20 ANSWERED
WHO	Quelles sont les meilleures agences immobilières pour acheter un appartement à Marbella ?	find_agent
WHO	Comment trouver une agence immobilière de confiance à Marbella, sachant que en tant que primo-accédant ?	trust
WHO	Quelles sont les agences immobilières les mieux notées à Marbella, sachant que pour les primo-accédants ?	top_rated
WHO	Quelle agence immobilière choisir pour vendre un bien immobilier à Marbella ?	selling
WHO	Y a-t-il des agences immobilières à Marbella dont l'équipe est multilingue ?	language_support
WHO	Pouvez-vous me recommander une bonne agence immobilière à Marbella ?	recommend_agent
SEARCH	immobilier à vendre Marbella	search_property
SEARCH	appartements à vendre Marbella	search_apartments
SEARCH	villas à vendre Marbella	search_villas
SEARCH	villas de luxe Marbella	search_luxury
SEARCH	immobilier neuf Marbella	search_new_build
HOW	Quelles sont les étapes pour acheter un appartement à Marbella ?	buying_process
HOW	Quels impôts et frais dois-je payer pour acheter un bien immobilier à Marbella ?	costs
HOW	Quels sont les meilleurs secteurs de Marbella où vivre ?	area_advice
HOW	Est-ce un bon investissement d'acheter un bien immobilier à Marbella ?	area_investment
HOW	Que faut-il savoir avant de s'installer à Marbella ?	relocation
HOW	Ai-je besoin d'un avocat pour acheter un bien immobilier à Marbella ?	legal
HOW	Puis-je obtenir un prêt immobilier pour acheter un bien immobilier à Marbella ?	mortgage
HOW	Vaut-il mieux acheter dans le neuf ou dans l'ancien à Marbella ?	new_build
HOW	Quel rendement locatif puis-je espérer avec un bien immobilier à Marbella ?	rental_yield
Dutch		20 QUESTIONS · 20 ANSWERED
WHO	Welke makelaars zijn het beste voor het kopen van een appartement in Marbella?	find_agent
WHO	Hoe vind ik een betrouwbare makelaar in Marbella als starter?	trust
WHO	Wat zijn de best beoordeelde makelaars in Marbella voor starters?	top_rated
WHO	Welke makelaar kan ik het beste inschakelen om een woning in Marbella te verkopen?	selling
WHO	Zijn er makelaars in Marbella met meertalige medewerkers?	language_support
WHO	Kun je een goede makelaar in Marbella aanbevelen?	recommend_agent
SEARCH	vastgoed te koop Marbella	search_property
SEARCH	appartementen te koop Marbella	search_apartments
SEARCH	villa's te koop Marbella	search_villas
SEARCH	luxe villa's te koop Marbella	search_luxury
SEARCH	nieuwbouw te koop Marbella	search_new_build
HOW	Hoe koop ik een appartement in Marbella?	buying_process
HOW	Welke belastingen en kosten betaal je bij het kopen van een appartement in Marbella?	costs
HOW	In welke wijken van Marbella kun je het beste wonen?	area_advice
HOW	Is Marbella een goede plek om een woning als belegging te kopen?	area_investment
HOW	Wat moet ik weten voordat ik naar Marbella verhuis?	relocation
HOW	Heb ik een advocaat nodig om een woning in Marbella te kopen?	legal
HOW	Kan ik een hypotheek krijgen om een woning in Marbella te kopen?	mortgage
HOW	Kun je in Marbella beter nieuwbouw of bestaande bouw kopen?	new_build
HOW	Welk huurrendement kan ik verwachten van een woning in Marbella?	rental_yield

THE QUESTION SET · CONTINUED

Swedish

20 QUESTIONS · 20 ANSWERED

WHO	Vilka mäklare är bäst för att köpa en lägenhet i Marbella?	find_agent
WHO	Hur hittar jag en pålitlig mäklare i Marbella som förstagångsköpare?	trust
WHO	Vilka mäklarbyråer i Marbella har högst betyg?	top_rated
WHO	Vilken mäklare bör jag anlita för att sälja en bostad i Marbella?	selling
WHO	Finns det mäklare i Marbella med flerspråkig personal?	language_support
WHO	Kan du rekommendera en bra mäklare i Marbella?	recommend_agent
SEARCH	bostäder till salu i Marbella	search_property
SEARCH	lägenheter till salu i Marbella	search_apartments
SEARCH	villor till salu i Marbella	search_villas
SEARCH	lyxvillor till salu i Marbella	search_luxury
SEARCH	nyproduktion till salu i Marbella	search_new_build
HOW	Hur går det till att köpa en lägenhet i Marbella?	buying_process
HOW	Vilka skatter och avgifter betalar jag när jag köper en lägenhet i Marbella?	costs
HOW	Vilka områden i Marbella är bäst att bo i?	area_advice
HOW	Är det en bra investering att köpa en bostad i Marbella?	area_investment
HOW	Vad bör jag veta innan jag flyttar till Marbella?	relocation
HOW	Behöver jag en jurist för att köpa en bostad i Marbella?	legal
HOW	Kan jag få bolån för att köpa en bostad i Marbella?	mortgage
HOW	Är det bättre att köpa nyproduktion eller en befintlig bostad i Marbella?	new_build
HOW	Vilken hyresavkastning kan jag räkna med för en bostad i Marbella?	rental_yield

Danish

20 QUESTIONS · 20 ANSWERED

WHO	Hvilke ejendomsmæglere er bedst til køb af en lejlighed i Marbella?	find_agent
WHO	Hvordan finder jeg en pålidelig ejendomsmægler i Marbella?	trust
WHO	Hvilke ejendomsmæglerfirmaer i Marbella har de bedste anmeldelser?	top_rated
WHO	Hvilken ejendomsmægler skal jeg vælge til at sælge en bolig i Marbella?	selling
WHO	Findes der ejendomsmæglere i Marbella med medarbejdere, der taler flere sprog?	language_support
WHO	Kan du anbefale en god ejendomsmægler i Marbella?	recommend_agent
SEARCH	ejendomme til salg i Marbella	search_property
SEARCH	lejligheder til salg i Marbella	search_apartments
SEARCH	villaer til salg i Marbella	search_villas
SEARCH	luksusvillaer til salg i Marbella	search_luxury
SEARCH	nybyggeri i Marbella	search_new_build
HOW	Hvordan foregår et køb af en bolig i Marbella?	buying_process
HOW	Hvilke skatter og gebyrer skal jeg betale, når jeg køber en bolig i Marbella?	costs
HOW	Hvilke områder i Marbella er bedst at bo i?	area_advice
HOW	Er Marbella et godt sted at købe en bolig som investering?	area_investment
HOW	Hvad bør jeg vide, før jeg flytter til Marbella?	relocation
HOW	Har jeg brug for en advokat for at købe en bolig i Marbella?	legal
HOW	Kan jeg få et boliglån til at købe en bolig i Marbella?	mortgage
HOW	Er det bedre at købe nybyggeri eller en brugt bolig i Marbella?	new_build
HOW	Hvilket lejeafkast kan jeg forvente af en bolig i Marbella?	rental_yield

Norwegian

20 QUESTIONS · 20 ANSWERED

WHO	Hvilke eiendomsmeglere er best når jeg skal kjøpe en leilighet i Marbella?	find_agent
WHO	Hvordan finner jeg en pålitelig eiendomsmegler i Marbella?	trust
WHO	Hvilke eiendomsmeglerfirmaer i Marbella har best vurderinger?	top_rated
WHO	Hvilken eiendomsmegler bør jeg bruke for å selge en bolig i Marbella?	selling
WHO	Finnes det eiendomsmeglere i Marbella med flerspråklige ansatte?	language_support
WHO	Kan du anbefale en god eiendomsmegler i Marbella?	recommend_agent
SEARCH	bolig til salgs i Marbella	search_property
SEARCH	leiligheter til salgs i Marbella	search_apartments
SEARCH	villaer til salgs i Marbella	search_villas
SEARCH	luksusvillaer til salgs i Marbella	search_luxury
SEARCH	nybygg til salgs i Marbella	search_new_build
HOW	Hvordan går jeg frem for å kjøpe en bolig i Marbella?	buying_process
HOW	Hvilke skatter og avgifter må jeg betale når jeg kjøper en bolig i Marbella?	costs
HOW	Hvilke områder i Marbella er best å bo i?	area_advice
HOW	Er Marbella et bra sted å kjøpe en bolig som investering?	area_investment
HOW	Hva bør jeg vite før jeg flytter til Marbella?	relocation
HOW	Trenger jeg advokat for å kjøpe en bolig i Marbella?	legal
HOW	Kan jeg få boliglån for å kjøpe en bolig i Marbella?	mortgage
HOW	Er det bedre å kjøpe nybygg eller bruktbolig i Marbella?	new_build
HOW	Hvilken utleieavkastning kan jeg forvente fra en bolig i Marbella?	rental_yield

ANNEX

The 101 verified firms, *A to Z*

Every firm named in this report, with the evidence it was verified against between 31 August and 3 September 2026. Ranked firms carry their mention count and their place in the league; listed firms carry their count and no rank, and a count marked + is a floor summed from the language tables. Corrections: press@propelos.com.

FIRM	MENTIONS	STANDING	VERIFIED AGAINST
3SA Estate	13	Listed	3saestate.com, Marbella and Dubai
Airus Homes	10	Listed	airushomes.com; idealista professional profile, 274 listings
Andalucia Realty	29	Ranked 62nd	andaluciarealty.com, trading since 1996
Avida Estate	14	Listed	avidaestate.com; domain among the cited sources
Banús Property Marbella	13	Listed	Google Business, 5.0 over 23 reviews, Av. Playas del Duque, Nueva Andalucía; own website
Berkshire Hathaway HomeServices Spain	15	Listed	bhhsspain.com; the Spanish franchise lists Marbella among its offices
Best House Marbella	10	Listed	besthousemarbella.com, Terrazas de Banús, Nueva Andalucía
Bjurfors	41	Ranked 33rd	bjurfors.se, Swedish chain with a Marbella office; linked in 22 of the answers naming the firm
Bromley Estates	128	Ranked 7th	bromleyestatesmarbella.com
Cilo Marbella	32	Ranked 41st	cilomarbella.com; linked in 22 of the answers naming the firm
Costa del Sol Property	42	Ranked 32nd	cdsproperty.es; linked in 26 of the answers naming the firm
Costa Specialist	11	Listed	costaspecialist.nl; a Dutch-language buying agent based in Benalmádena; every answer naming it was Dutch
Costa Sunsets	25	Ranked 50th	costasunsets.com, Marbella and Estepona, twenty years on the coast
Costas & Casas	64	Ranked 27th	costas-casas.nl, Flemish and Dutch specialist, Marbella office, 25 years; domains cited 88 times
Crystal Shore Properties	21	Ranked 61st	crystalshore-properties.com; domain among the cited sources
DM Properties (Diana Morales)	318	Ranked 4th	dmproperties.com; domain cited 303 times in this corpus
Dream Property Marbella	11	Listed	dreamproperty.pl, Polish agency in Marbella
Drumelia	420	Ranked 3rd	drumelia.com; domain cited 313 times
Embassy Costa del Sol	23	Ranked 57th	embassycostadelsol.com; invisible until PR #262 corrected the row its answers had been tying to; 9 answers link the domain
Engel & Völkers Marbella	515	Ranked 2nd	marbella-ev.com and engelvoelkers.com, cited 347 times between them, the most-read agency domains after the leaders'
Every Home Marbella	12	Listed	everyhomemarbella.com; Every Home Marbella SL
Excellent Marbella	61	Ranked 19th	excellentmarbella.nl; linked in 43 of the answers naming the firm, all of them Dutch
Fastighetsbyrån	38	Ranked 31st	fastighetsbyran.com, Swedish chain with a Marbella office
Fine & Country	13	Listed	fineandcountry.es, Marbella office on the Costa del Sol; domain among the cited sources
Gilmar	58	Ranked 37th	gilmar.es; national chain with Marbella and Puerto Banús offices
Helios Homes	4	Listed	helios-homes.com; domain among the cited sources
HHomes Real Estate	41	Ranked 39th	hhomes.es
HOMEMADE Estate Marbella	10	Listed	homemadeestatemarbella.com; idealista professional profile
Homenetspain	32	Ranked 53rd	homenetspain.com, Costa del Sol agency listing across Marbella, Fuengirola and Estepona
Homerun Brokers	125	Ranked 9th	homerunmarbella.com, Bulevar Príncipe Alfonso de Hohenlohe; domain cited 101 times
HusmanHagberg	18	Listed	spanien.husmanhagberg.se, Swedish chain
I Find Marbella	23	Ranked 47th	ifindmarbella.com
Immo Krämer	14	Listed	immo-kraemer.de; a Mannheim agency with a Marbella arm, recommended in German answers only
Immomarbel	15	Listed	immomarbel.com; Immomarbel Real Estate SL, Marbella and Almuñécar

ANNEX · CONTINUED

The verified firms, *I to N*

FIRM	MENTIONS	STANDING	VERIFIED AGAINST
Inmolux Group	7	Listed	inmoluxgroup.com, 15+ years; domain among the cited sources
Innovative Property	16	Listed	for-sale-marbella.com, linked in the answers naming the firm; Cabopino and La Mairena offices
Keller Williams Marbella	46	Ranked 49th	kwmarbella.kw.com, franchise office; named mostly in Spanish
Knight Frank	100	Ranked 12th	knightfrank.com; global brand whose Marbella affiliate is DM Properties, and often named beside it
Kristina Szekely International Realty	12	Listed	ksmarbella.com, Marbella and the Costa del Sol
L'immobilière de Marbella	39	Ranked 29th	immodemarbella.com; linked in 26 of the answers naming the firm, nearly all French
La Sala Homes	45	Ranked 28th	lasalahomes.com, Puerto Banús, Sala Group; domain cited 34 times
Leon Müller Marbella Estates	45	Ranked 34th	leonmueller-estates.com; domain cited 37 times
Libehomes	21	Ranked 54th	libehomes.com; domain cited 30 times
Lucas Fox	115	Ranked 11th	lucasfox.com, Marbella office; linked in 71 of the answers naming the firm
Luisa Martín Properties	24	Ranked 58th	luisamartinproperties.com, Golden Mile
Lula Homes	11	Listed	lulahomes.es; domain among the cited sources
Luxury Listings Marbella	26	Ranked 51st	luxurylistingsmarbella.com
Maisons de Rêve	40	Ranked 26th	maisonsdereve.es; linked in 11 of the answers naming the firm
Mäklarhuset	24	Ranked 59th	maklarhuset.se, Swedish chain
MarBanús Estates	15	Listed	Google Business, 5.0 over 55 reviews, Pl. de Antonio Banderas; own website
Marbella & Co	42	Ranked 36th	marbellaco.com, Danish-owned since 1997, Santa Clara Golf; domain cited 84 times
Marbella Dream Living	23	Ranked 56th	marbelladreamliving.com; the MDL Collection across Marbella and the coast
Marbella Estates	111	Ranked 15th	marbella-estates.com; domain cited 132 times, linked in 88 of the answers naming the firm
Marbella For Sale	51	Ranked 22nd	marbellaforsale.com; Marbella For Sale S.L., Edificio Marina Banús, Puerto Banús; domain linked 22 times
Marbella For You	36	Ranked 43rd	marbellaforyou.es
Marbella Hills Homes	92	Ranked 10th	marbella-hills-homes.com, Nueva Andalucía, since 2009
Marbella Luxury Homes	63	Ranked 17th	marbellaluxuryhomes.es; domain cited 15 times
Marbella Property Agency	32	Ranked 35th	marbellapropertyagency.com, sister company of CDS Property Spain
Marbella Property Box	31	Ranked 55th	marbellapropertybox.com, Casco Antiguo, about 25 years
Marbella Star Homes	10	Listed	marbellastarhomes.com, Calle Jesús Puente, Marbella
MarbeMar Estate	15	Listed	marbemar.com, Marbella Centro and Casco Antiguo, 20+ years
Marchi Realty	3	Listed	marchirealty.com
Mihous	10	Listed	mihous.com; a Dutch-language buying agent rather than a listing agency
Mojo Estates	9	Listed	mojoestates.com, Danish founders; idealista professional profile
Mónica Labord Properties	19	Listed	pisos.com professional profile, 72 listings, Av. Conde Rudi
MPDunne & Hamptons International	74	Ranked 23rd	mpdunne.com, Marbella Club, Golden Mile, in association with Hamptons International; domain cited 64 times
Muse Marbella	17	Listed	musemarbella.es, Marbella, San Pedro and Estepona; also the fourth most-read agency site on the process questions
Nevado Realty	81	Ranked 18th	nevadomarbella.com; domain cited 60 times

ANNEX · CONTINUED

The verified firms, *N to W*

FIRM	MENTIONS	STANDING	VERIFIED AGAINST
NHC Dallimore Marbella	19	Listed	dallimoremarbella.com; the answers spell it NCH, the firm spells it NHC; domain linked 18 times
Nomad Realty	51	Ranked 24th	nomadrealty.es, Elviria; idealista professional profile
Nordica Estates	4	Listed	nordicaestates.com; domain among the cited sources
Nordica Marbella	221	Ranked 5th	nordicamarbella.com, Swedish-founded, trading since 1981; domain cited 38 times
One Living Estate	11	Listed	onelivingestate.com, 10+ years
Panorama Properties	609	Ranked 1st	panoramamarbella.com, since 1970, RICS regulated; domain cited 444 times
Prime One Living	13	Listed	primeonemarbella.com; a Marbella East agency with German-Swiss roots, and nothing to do with One Living Estate, which had been counted these answers while "living" was still a two-row word
Puente Romano Real Estate	23	Ranked 52nd	puenteromanorealestate.com; linked in 13 of the answers naming the firm
Pure Living Properties	55	Ranked 25th	purelivingproperties.com; domain cited 22 times
Real Deal Estates (Realty Group SL)	127	Ranked 6th	realdealestates.com; idealista professional profile; 4.9 over 153 Google reviews, Nueva Andalucía
Real Marbella Estate	16	Listed	realmarbellaestate.com; domain among the cited sources
Roccabox	32	Ranked 42nd	roccabox.com; linked in 23 of the answers naming the firm
Rueda y Toro	38	Ranked 20th	no site of its own; Google Business profile linking its idealista professional page, verified by hand
Savills	13	Listed	search.savills.com lists property for sale in Marbella; counted as its own name, as Knight Frank and Sotheby's are
Serneholt Estate	35	Ranked 40th	serneholtestate.com, est. 2016, Nueva Andalucía; domain cited 18 times
SkandiaMäklarna	26	Ranked 60th	skandiamaklarna.com, Swedish chain with a Marbella office
Solvilla	103	Ranked 14th	solvilla.es, since 2013; domain cited 54 times
Sotheby's International Realty	55	Ranked 21st	global brand with Marbella coverage
Space Real Estate	73	Ranked 16th	portal profiles record offices in Marbella and Fuengirola since 1988; its own domain no longer resolves to the firm and no site of its own is cited in this corpus
Spain Realty Estate	104	Ranked 13th	spainrealty.es, Costa del Sol agency; the row was excluded as a merge bin until 4 Sep and the firm went with it; domain linked 42 times
Stand Inmobiliario	18	Listed	standmarbella.com, Marbella Centro and the Golden Mile, trading since 1979
Sun Properties Marbella	13	Listed	sunpropertiesmarbella.com, Danish-specialised since 2002; domain cited 37 times
Svensk Fastighetsförmedling	28	Ranked 44th	svenskfast.se, Swedish chain; linked in 14 of the answers naming the firm
Swish Marbella	20	Ranked 45th	swishmarbella.com
Tecnocasa	10	Listed	the Marbella franchise office trades as Estudio Ciudad de Marbella 2025 SLU at marbella1.tecnocasa.es
Teo, el Alquimista inmobiliario	8	Listed	elalquimistainmobiliario.com; Teo Ortega, Realtor, Marbella; its own row because the link rung had been crediting its domain to Stand Inmobiliario
Terra Realty	23	Ranked 46th	terramarbella.com
The Agency Marbella	109	Ranked 8th	theagency-marbella.com; linked in 57 of the answers naming the firm
The Marbella Agency	9	Listed	themarkbellaagency.com, 30+ years
Top House Marbella	29	Ranked 48th	tophousemarbella.com
Vamoz Marbella	45	Ranked 38th	vamozmarbella.com; linked in 29 of the answers naming the firm, all of them Dutch
Villa One	30	Ranked 30th	villaone.es; linked in 21 of the answers naming the firm
Webster & Co	7	Listed	websterandco.com, Centro Plaza, Nueva Andalucía, team of 17; domain among the cited sources

Every name the reading surfaced was judged one at a time. 101 are in this annex; what the verification excluded, and why, is on p. 7, and a name the model read that matched no verified firm counted for nobody.

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The full index is published at propelos.com/insights/marbella-ai-visibility-index-august-2026: every table in this document, the complete question set, the annex of verified firms, each chart as a PNG, and the league, per-language and source tables as CSV.

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The ten highest-ranked firms were notified before publication. A firm that believes its entry is wrong, or that a name in the annex is not a trading company, can write to press@propelos.com. Anything we get wrong is corrected on the published page and noted there, and this document is reissued.

4 **Measuring one agency**

The same method, run for a single agency in every language its buyers speak, is the Propelos AI Visibility audit: propelos.com/geo-for-real-estate-agencies.

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