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Anna Lena Rosen of Nordica Real Estate in Nueva Andalucia Featured on Small Business Trendsetters

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Feature on Anna-Lena Rosen on Small Business Trendsetters. Owner of Nordica Sales & Rentals in Nueva Andalucia, Marbella, Spain, she presents her views on the importance, for real estate agents, of in-depth knowledge of their local property market in order to serve their clients correctly.

Nueva Andalucia, Spain – December 6, 2014 /PressCable/ —

Nordica Sales & Rentals owner, Anna-Lena Rosen, has recently been featured on Small Business Trendsetters.

She presents her views on the importance of agents knowing their local real estate market if they are to serve their clients properly.

An ardent believer that quality and value are essential in any real estate transaction in the Marbella property market, she explains how, despite the current recession in Spain, Nordica has managed to thrive, increasing their office space and number of staff as well as opening up new services.

She credits this to the fact that, over the years, the focus of the company has changed from trying to sell a vast number of properties in the greater Marbella area, to focusing specifically on properties in the region of Nueva Andalucia.

The feature outlines Anna Lena Rosen's views that real estate agents are there to match buyers with the right home. Such a match can only be achieved if the agent has an intimate knowledge of the local market that they are dealing in, and of the properties that are available on the market.

She points out that whilst they have access to over 16,000 properties for sale on the Costa del Sol they do not search to list all properties on the market. Instead, prior to listing on the Nordica website a property is subjected to a strict review, to ensure that it meets the level of quality and value for money that buyers are looking for. If the property is accepted for listing by Nordica, their team will then work with the vendor with tips and guidance to help the vendor show the property off in its very best light.

View video on Nordica Real Estate : <https://www.youtube.com/watch?v=TzVnEe5-kU4>

In fact, Nordica has just launched its own in-house interior design and home staging department in Nueva Andalucia. Using specific house doctoring techniques their team can completely restyle an owner's house, if necessary, to achieve the maximum sales potential.

According to Anna-Lena it is essential to have this in-depth knowledge of the property market in order to advise vendors accurately on the marketability of their homes and the correct pricing. It is also this same detailed knowledge of each one of the properties that are listed that allows agents to confidently recommend properties to buyers that match their requirements.

To assist buyers, Nordica has also launched a highly customizable email property alerts system. The system allows buyers who are interested in property in the area to receive an alert by email on just the type of property that they are looking to buy.

If you would like to know more about property or home staging in Nueva Andalucia, click here to read the feature on Anna-Lena Rosen in Small Business Trendsetters.

For more information about us, please visit <http://www.nordicasalesandrentalsmarbella.com>

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