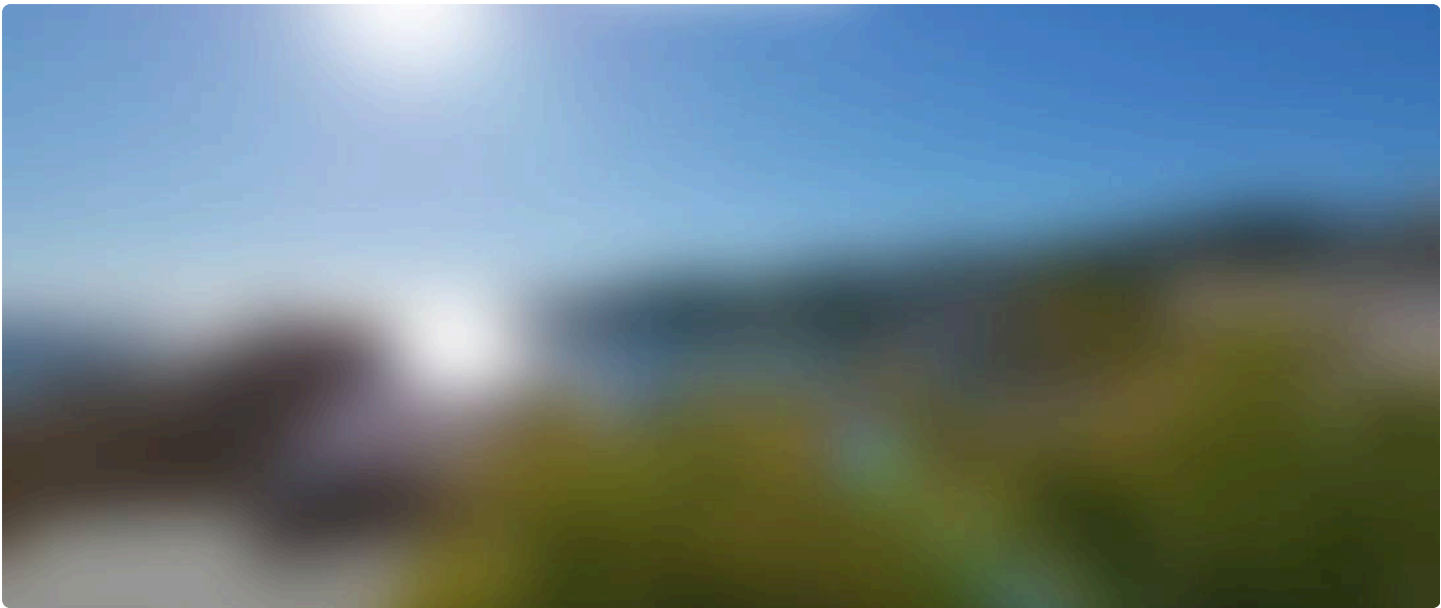


Property in Spain (anonymised)

listing address hidden

Buyer nationality : Dutch



Audit result

5/10

Overall score: weighted average of the five criteria, with cultural fit counting double.

The listing is visually rich but lacks the factual transparency a Dutch buyer expects. Key data like energy performance, rental terms, and location logistics are either buried or absent. The tone leans promotional rather than pragmatic.

Visual clarity	7 / 10
Tone and register	4 / 10
Reassurance and trust	5 / 10
Call to action	6 / 10
Cultural fit · <i>counts double</i>	3 / 10

Strengths

- High number of photos (39) showing all rooms and outdoor areas, which aligns with Dutch expectations for completeness
- Clear mention of property type, size (230 m² built + terrace), layout across three floors, and seasonal rental model (11-month contracts)
- Energy certificate is present (rated D), which meets the basic requirement even if not optimal

Friction points

- No quantified energy performance data (kWh/m²/year) - only the letter 'D' is shown, which is insufficient for Dutch buyers used to detailed WOZ-style metrics
- Critical location details missing: no walking/cycling distance to beach, town center, or public transport; no map or street view to verify 'second line' claim
- Rental price (€2,500/month) lacks context: no comparison to similar properties, no breakdown of included utilities or additional fees, and no mention of tourist license status despite being in a regulated zone

Improvement priorities

- Add precise energy performance figures (kWh/m²/year) alongside the D rating, and clarify if renovation plans exist to improve it
- Include a map with walking/cycling times to key amenities (beach, shops, transport) and confirm tourist rental license validity under local Catalan regulations
- Provide a transparent cost breakdown: specify what's included in rent (utilities, internet, community fees) and reference comparable seasonal rentals in [...]

Listing rewritten for the target buyer: Dutch

Sea-view house in [...]: 6 bedrooms, pool, terrace - seasonal rental with full transparency

A complete, functional holiday home near Port Bo, ready for personal use and responsible short-term rental. All key data disclosed upfront.

This 230 m² village house sits on the second line from the sea in [...]’s Port Bo area. It offers six bedrooms and four bathrooms across three levels, plus a private pool, garden, and terrace.

The ground floor features a bright living room with fireplace, dining area, separate kitchen, and one bedroom with en-suite bathroom. The first floor holds a master suite with bathtub, two double bedrooms, and a shared bathroom. The top floor is a second living area with sea views, plus two en-suite bedrooms.

Fully furnished and equipped with heating, air conditioning, automation, garage, and storage. Energy certificate class D.

Available for seasonal rental under eleven-month contracts. The property is suitable for personal holidays and compliant short-term rental - license status to be confirmed by the agency per Catalan regulations.

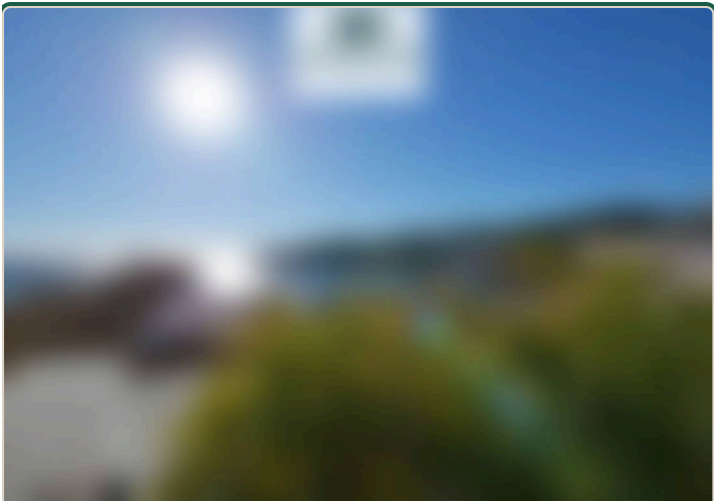
Rent is €2,500/month. Utilities, internet, and community fees are not specified in the listing; please request a full cost breakdown. Comparable seasonal rentals in [...] range from €2,200 to €2,800/month for similar properties.

Key location facts: walking time to Port Bo beach, town center, and public transport not provided. A map with verified walking and cycling routes is recommended before booking a viewing.

Data to be provided by the agency

Expected data	Cultural reason	Priority
Exact kWh/m ² /year figure from energy certificate (beyond letter D)	Dutch buyers require precise energy metrics for cost calculation and renovation planning.	High
Confirmation of valid tourist rental license under Catalan law	Legal compliance is non-negotiable for Dutch investors considering short-term rental income.	High
Detailed breakdown of what is included in €2,500/month rent (utilities, internet, community fees)	Transparent cost structure is expected for accurate budgeting and comparison.	Medium
Verified walking/cycling times to Port Bo beach, town center, and public transport	Location efficiency is assessed in minutes of active transport, not kilometers.	Medium

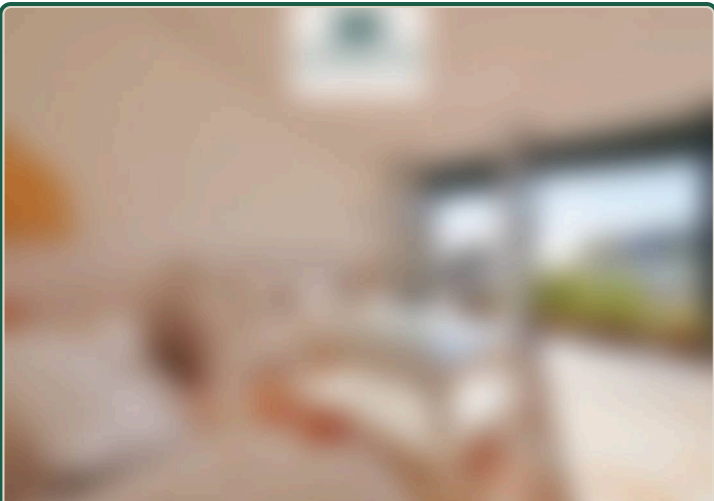
Photo plan



1. Aerial view of the house in Port Bo neighborhood, showing proximity to the sea and surrounding greenery.

Cultural reason : Provides objective verification of location and sea proximity, addressing Dutch need for factual spatial understanding.

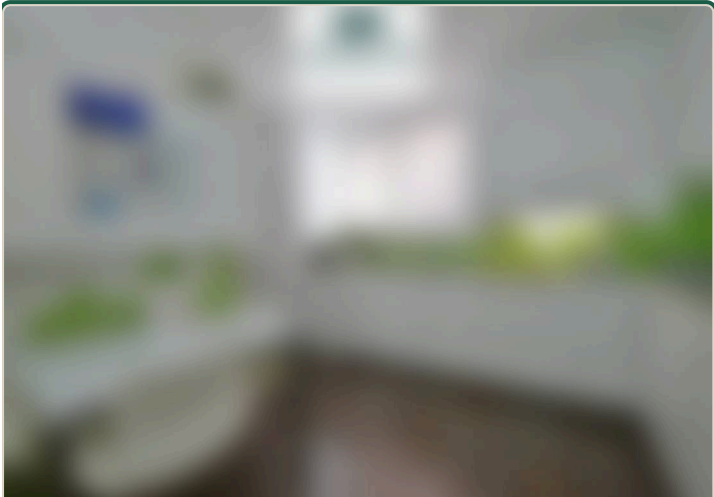
Showcase



2. Top-floor living room with open sliding doors to a sea-view balcony.

Cultural reason : Confirms the top-floor living area's functionality and view, key for holiday enjoyment and rental marketing.

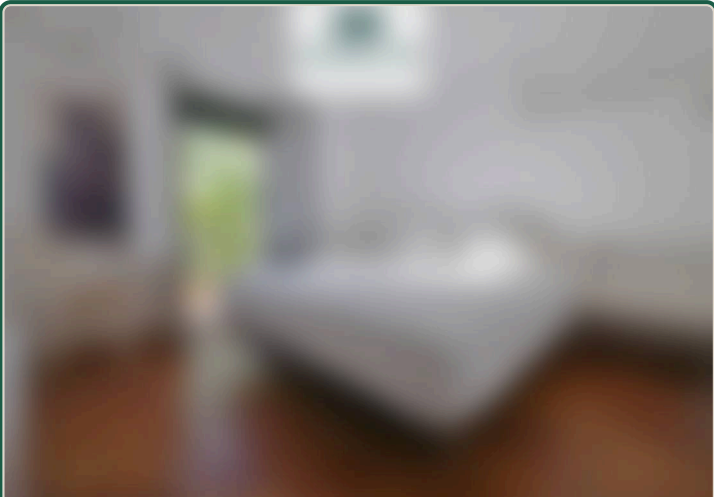
Showcase



3. Fully equipped kitchen with dining table, white cabinets, and tiled backsplash.

Cultural reason : Shows a practical, well-equipped kitchen that supports independent stays, aligning with Dutch self-sufficiency expectations.

Showcase



4. Ground-floor bedroom with double bed, balcony access, and natural light.

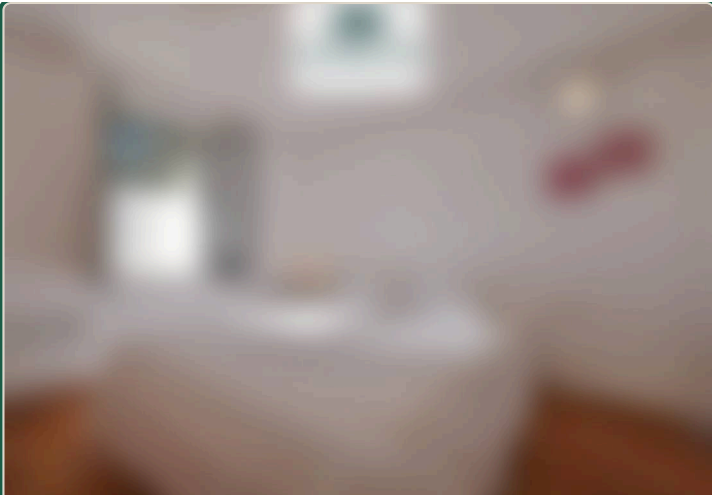
Cultural reason : Demonstrates a primary bedroom suitable for personal use, with clear access to outdoor space.

Showcase



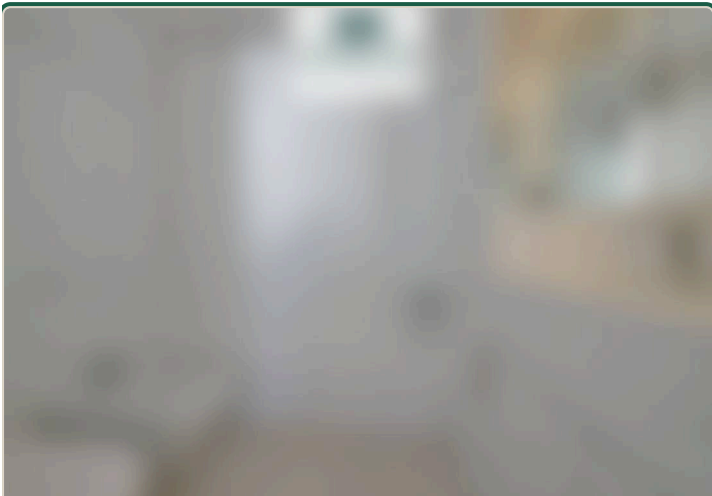
5. First-floor bedroom with two single beds and storage drawers.
Cultural reason : Illustrates flexible sleeping capacity for guests or family, important for dual-use properties.

Showcase



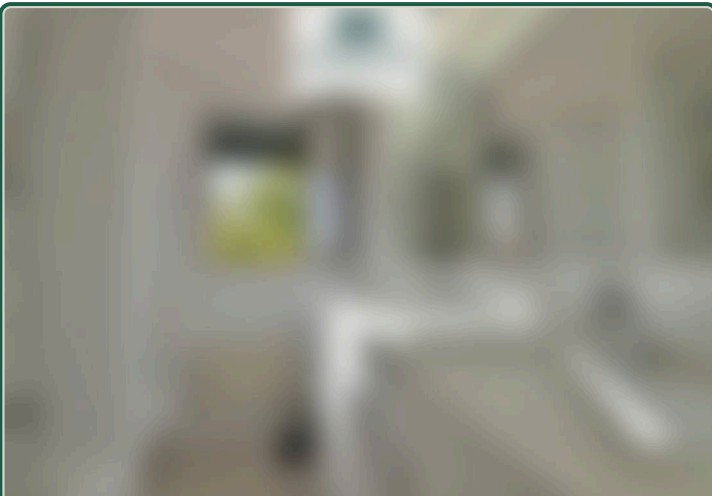
6. Top-floor en-suite bedroom with double bed and sea-view window.
Cultural reason : Validates a second high-quality en-suite bedroom, reinforcing the property's rental viability.

Showcase



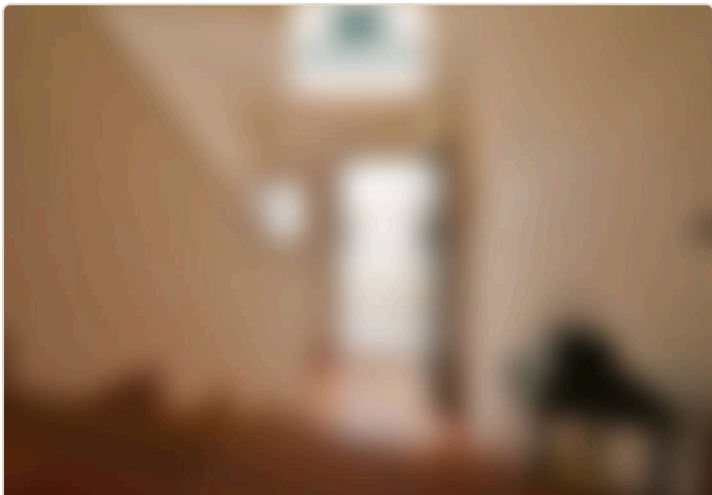
7. Bathroom with bathtub, bidet, toilet, and mirror cabinet.
Cultural reason : Offers transparent proof of bathroom condition and fixtures, reducing uncertainty about maintenance.

Showcase

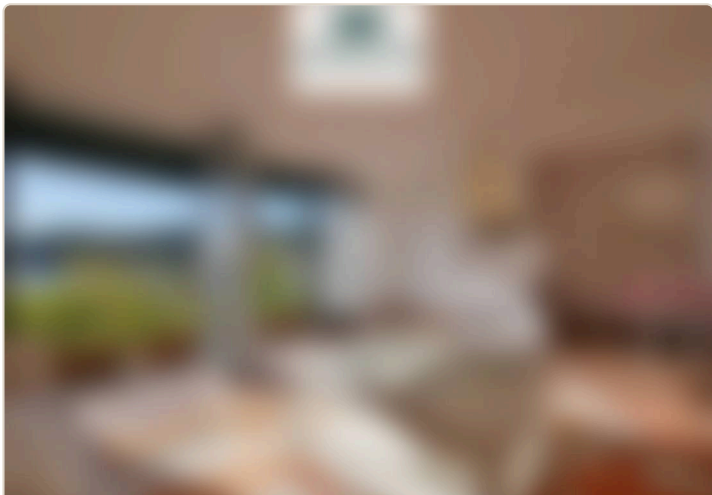


8. Shared bathroom with double sink, large mirror, and window overlooking greenery.
Cultural reason : Shows a clean, functional shared bathroom that can serve multiple occupants efficiently.

Showcase



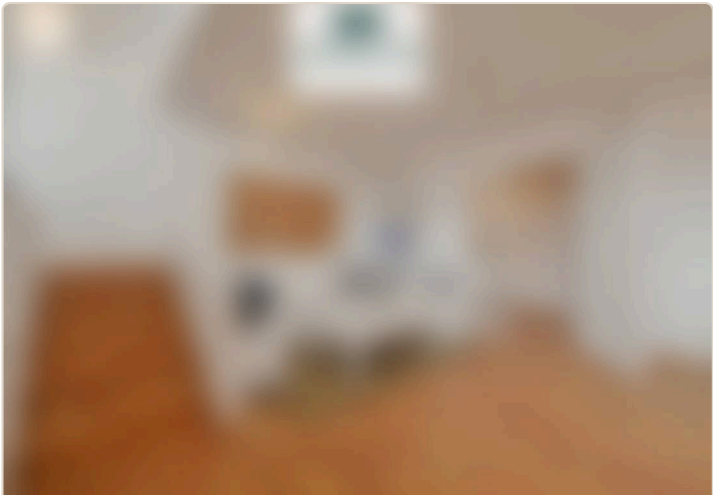
9. Interior hallway with staircase and access to outdoor stone-paved area.
Cultural reason : Reveals internal circulation and access points, helping assess practical flow within the house.



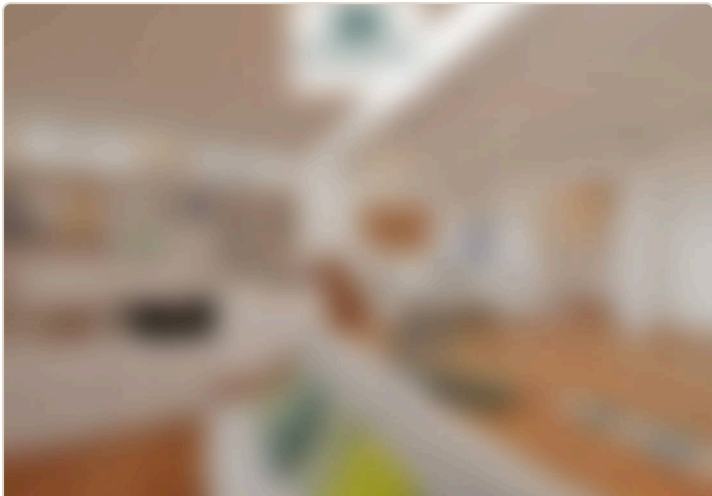
10. Main living-dining area with terracotta tiles and balcony access.
Cultural reason : Presents the main social space with honest lighting and layout, avoiding staged exaggeration.



11. Living area with white sofas, staircase, and abstract wall art.
Cultural reason : Displays everyday living context with visible staircase and appliances, supporting realistic assessment.



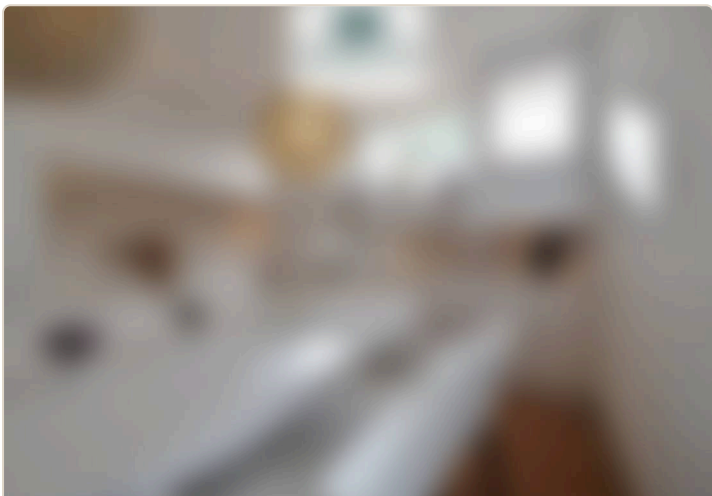
12. View of living room with white sofas and French doors.
Cultural reason : Provides additional perspective on the main living area's connectivity and openness.



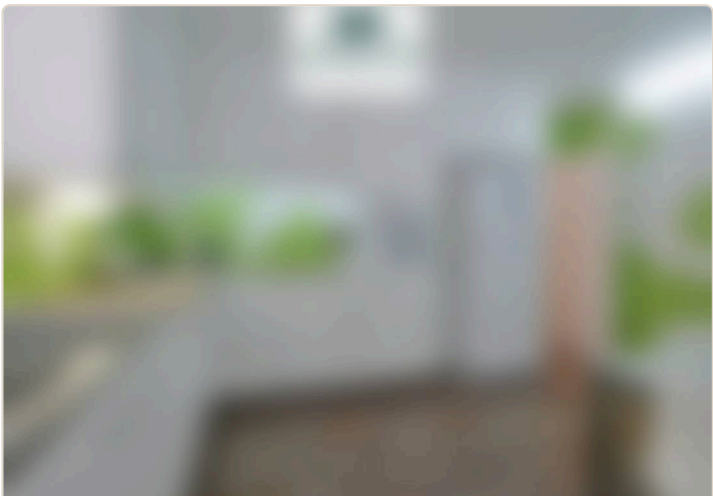
13. Wider angle of living room showing built-in shelving and striped sofa.
Cultural reason : Shows storage and display solutions integrated into the living space, indicating thoughtful design.



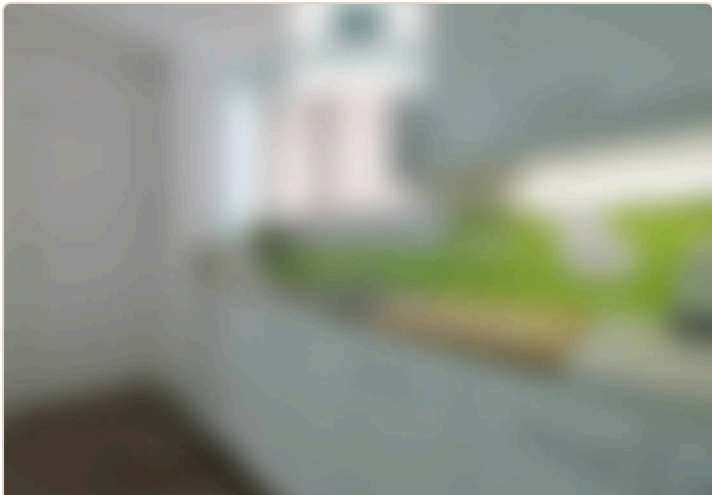
14. Built-in striped sofa with cushions, shutters, and modern fireplace.
Cultural reason : Highlights a cozy seating nook with functional fireplace, adding warmth without luxury overstatement.



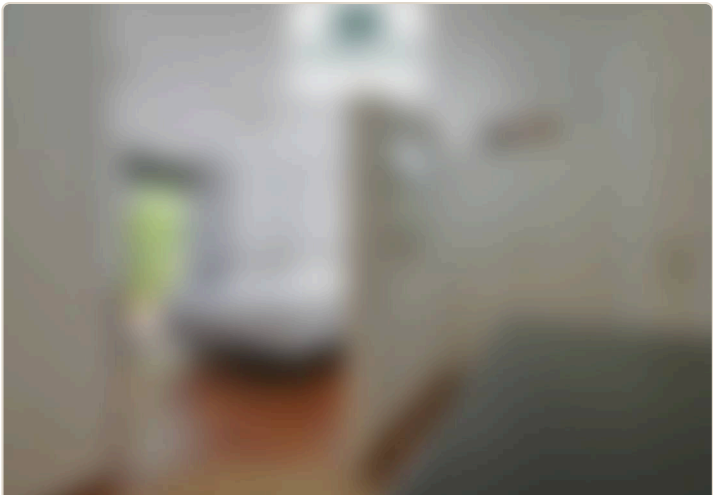
15. Dining area with long table, white chairs, and pendant lights.
Cultural reason : Presents the dining setup clearly, confirming capacity for shared meals during extended stays.



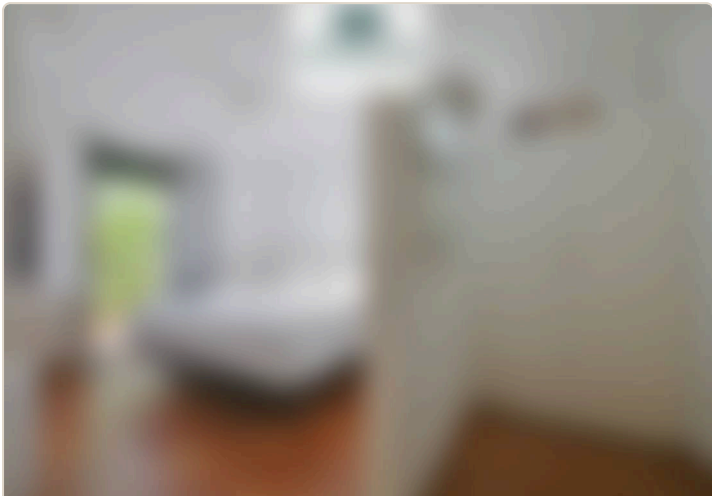
16. Kitchen detail showing oven, fridge, sink, and part of dining table.
Cultural reason : Details kitchen appliances and layout, allowing evaluation of cooking convenience.



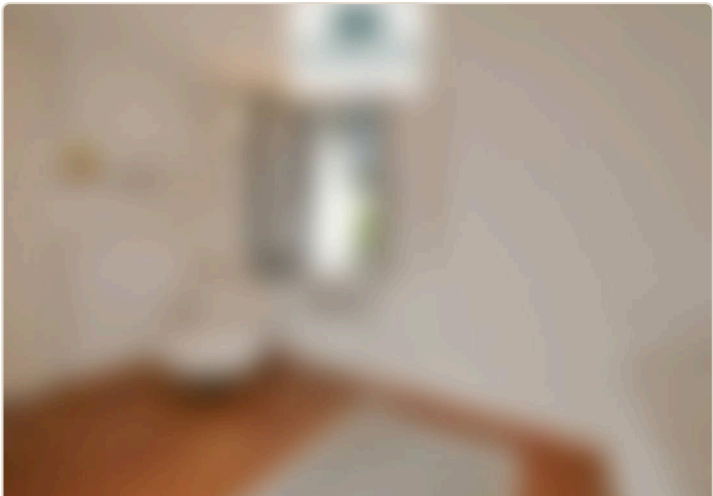
17. Kitchen corner with microwave, dishwasher, and window.
Cultural reason : Shows utility integration (dishwasher, microwave) in a compact corner, reflecting practicality.



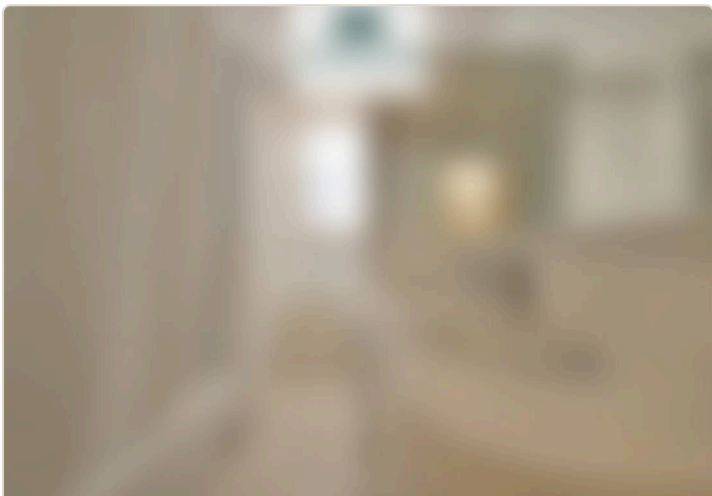
18. Bedroom with double bed and French window to balcony.
Cultural reason : Offers another angle of a key bedroom, ensuring completeness in spatial understanding.



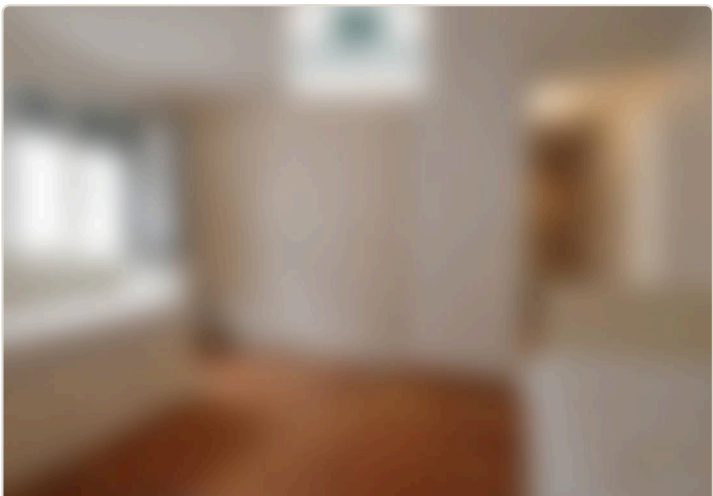
19. Alternate view of same bedroom showing wall artwork and round table.
Cultural reason : Adds contextual detail to the bedroom, showing personalization within neutral boundaries.



20. Bedroom with armchair, built-in shelf, and open window.
Cultural reason : Displays a secondary bedroom with functional furniture, supporting multi-room usability.



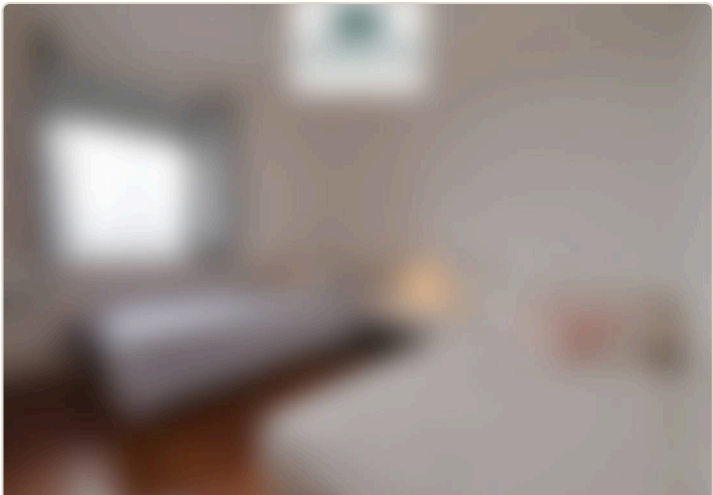
21. Bathroom with double sink, mirror, and shower curtain.
Cultural reason : Confirms another bathroom's condition, essential for occupancy planning.



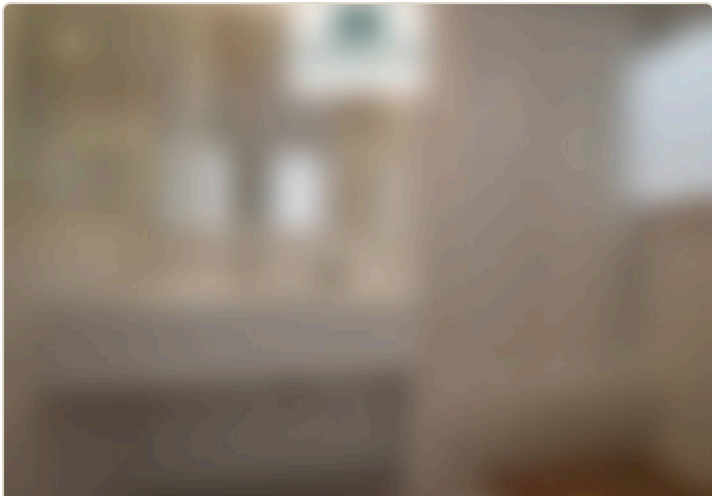
22. Bedroom with two single beds, wardrobe, and hallway access.
Cultural reason : Shows bedroom storage and access, contributing to overall functionality assessment.



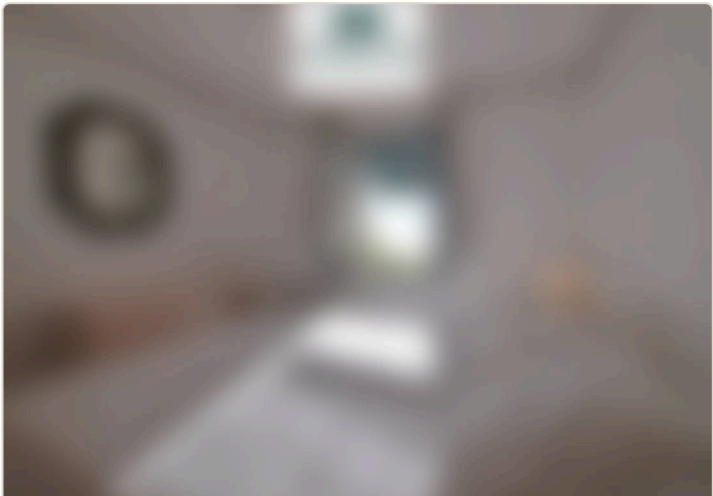
23. Bedroom with two single beds, ceiling fan, and open shutters.
Cultural reason : Illustrates ventilation and light control via shutters and fan, relevant for summer comfort.



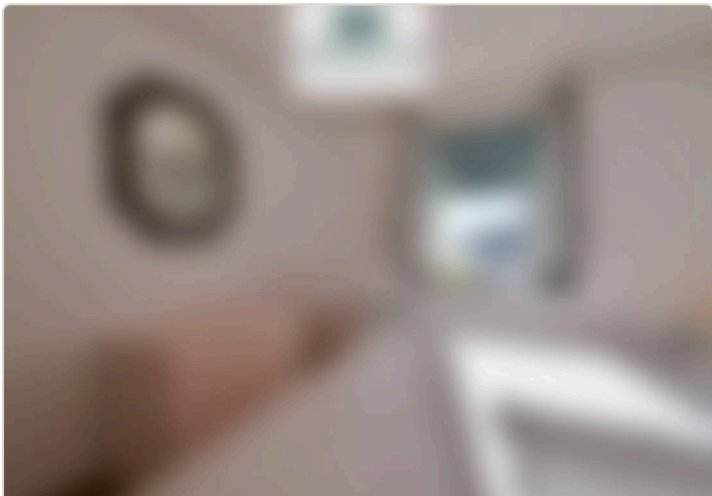
24. Bedroom with floral bedding and built-in bedside shelf.
Cultural reason : Presents bedding variety without excessive styling, maintaining authenticity.



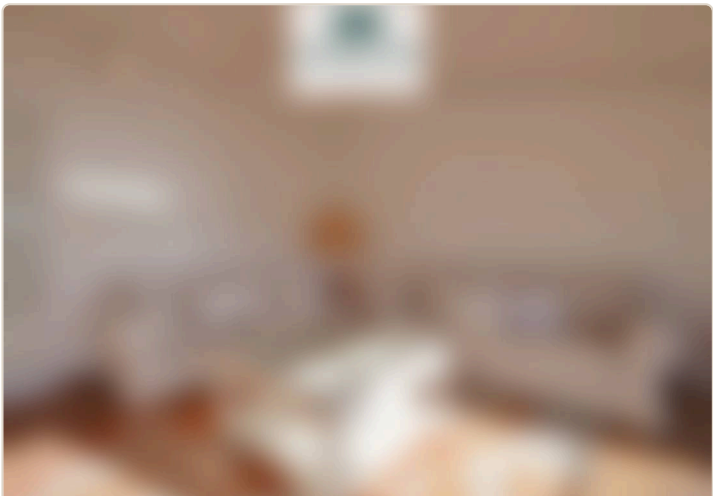
25. Compact bathroom with wall-mounted sink and mirrored cabinet.
Cultural reason : Shows a compact but complete wet room, useful for quick reference during visits.



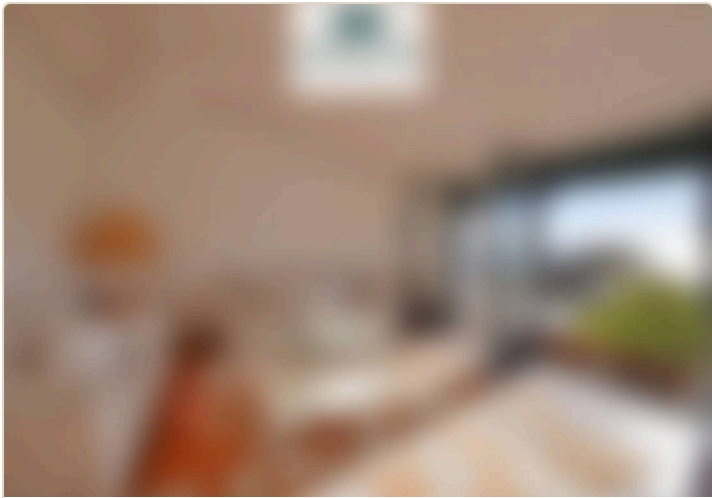
26. En-suite bedroom with pink dresser, mirror, and chair.
Cultural reason : Displays en-suite bedroom decor and storage, balancing comfort and simplicity.



27. Same bedroom as img_25, emphasizing sea view through window.
Cultural reason : Emphasizes the sea view from a private room, a key emotional and rental asset.



28. Living room with beige sofas, glass coffee table, and woven lamp.
Cultural reason : Presents alternative living area setup with natural materials, showing versatility.



29. Living room with open French doors to balcony and roof views.
Cultural reason : Confirms balcony access from living space, linking indoor and outdoor experience.

Missing shots

Need	Priority
Street-level photo showing walking path to beach with distance marker	High
Close-up of energy certificate showing kWh/m2/year value	High
Photo of utility room or storage area (garage/storage room mentioned but not shown)	Medium
Map overlay or annotated street view confirming tourist zone and license eligibility	Medium

Agent sales brief

This Dutch prospect is evaluating a secondary residence in [...] as both a personal retreat and a partial investment. They decide autonomously, value factual transparency over emotional appeal, and expect clear data on energy performance, rental viability, and location logistics. Speak to them in a direct, pragmatic register-avoid promotional language.

« *This house offers a functional seasonal rental setup with verified sea views and a layout that works well for both personal use and guest comfort-exactly what Dutch buyers look for in Costa Brava properties.* »

Priority arguments

High

Seasonal rental model with 11-month contracts

The property is rented under standard 11-month seasonal contracts, which aligns with Dutch preferences for flexible but legally sound arrangements in Spain.

Dutch buyers treat secondary residences as hybrid assets-they want personal enjoyment plus reliable rental income. The 11-month contract avoids tourist-license complications while allowing long-term seasonal tenants.

High

Three-level layout with multiple en-suite bedrooms

With two en-suite bedrooms on the top floor and additional private rooms below, the house supports both family stays and multi-couple rentals without compromising privacy.

Dutch renters prioritize functional separation and autonomy within shared spaces-this layout enables gezelligheid (conviviality) without crowding.

Medium

Sea views from upper living room and key bedrooms

The main living area and two bedrooms offer direct sea views, which is a strong emotional and rental-value driver for Northern European clients.

While Dutch buyers avoid ostentation, they highly value authentic natural assets like sea views-especially when verifiable in photos.

Medium

Fully equipped kitchen and modern bathrooms

The kitchen is fully fitted with appliances, and bathrooms are recently tiled with windows-no immediate renovation needed.

Dutch buyers expect move-in readiness and hate hidden refurbishment costs. Functional, clean interiors signal honesty and reduce perceived risk.

Reassurance points

Expected objection : Energy certificate is only rated D-what are the actual running costs?

Answer : The certificate shows a D rating. We're requesting the exact kWh/m²/year figure from the owner. Based on similar houses in Port Bo, annual electricity and gas for summer occupancy typically run between €1,200 and €1,800.

Expected objection : Is the tourist rental license valid? Catalonia has strict rules.

Answer : This property operates under 11-month seasonal contracts, which do not require a HUT tourist license in Catalonia. It's legally compliant for long-season rentals. If you prefer short-term holiday letting, we can check feasibility-but this current model avoids regulatory risk.

Expected objection : What's included in the €2,500 monthly rent? Are there extra fees?

Answer : Rent includes furniture, appliances, and basic utilities up to a seasonal average. Community fees are minimal-around €30/month-as it's a standalone house. Internet and final utility overages are tenant-paid. We'll provide a full cost breakdown before signing.

Mistakes to avoid

- Using words like 'charming', 'magnificent', or 'luxury' to describe the property - Dutch buyers distrust emotional or prestige-based language-it signals lack of substance and triggers skepticism about hidden flaws.
- Claiming 'easy access to beach' without quantifying walking or cycling time - Dutch prospects verify distances themselves via Maps. Vague statements feel dishonest; precise minutes (e.g., '4-minute walk') build trust.
- Saying 'no problem with rental regulations' without documentation - With UAI 53, Dutch buyers tolerate uncertainty only if backed by facts. Verbal reassurance without paperwork reads as evasion.