

PCC PROPERTY

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# PCC NEGOTIATION INDEX

Costa del Sol Market Insight Report March 2026

Mijas | La Cala | Elviria | Benahavís

Understanding how property prices are really negotiated in today's Costa del Sol market.



# INTRODUCTION

## Asking Prices Don't Tell the Full Story

Property portals show asking prices.

But asking prices rarely reflect the true market outcome.

The PCC Negotiation Index was created to track the difference between:

- the initial asking price of a property
- the final agreed sale price

This allows us to observe how the market is actually behaving, rather than relying purely on marketing prices.

Across the Costa del Sol areas analysed — Mijas, La Cala, Elviria and Benahavis — the data reveals a consistent pattern of disciplined negotiation between buyers and sellers.

Rather than a distressed market with dramatic price drops, the evidence points to a balanced market where transactions occur within relatively predictable margins.

Understanding these margins helps both buyers and sellers make better pricing decisions.

# THE PCC NEGOTIATION INDEX

## Current Market Indicator

The PCC Negotiation Index measures the typical difference between final asking price and final sale price.

Current Negotiation Index

6.7%

This means that in the areas analysed, properties typically sell around 6–7% below their final advertised price.

Typical negotiation range

5% – 8%

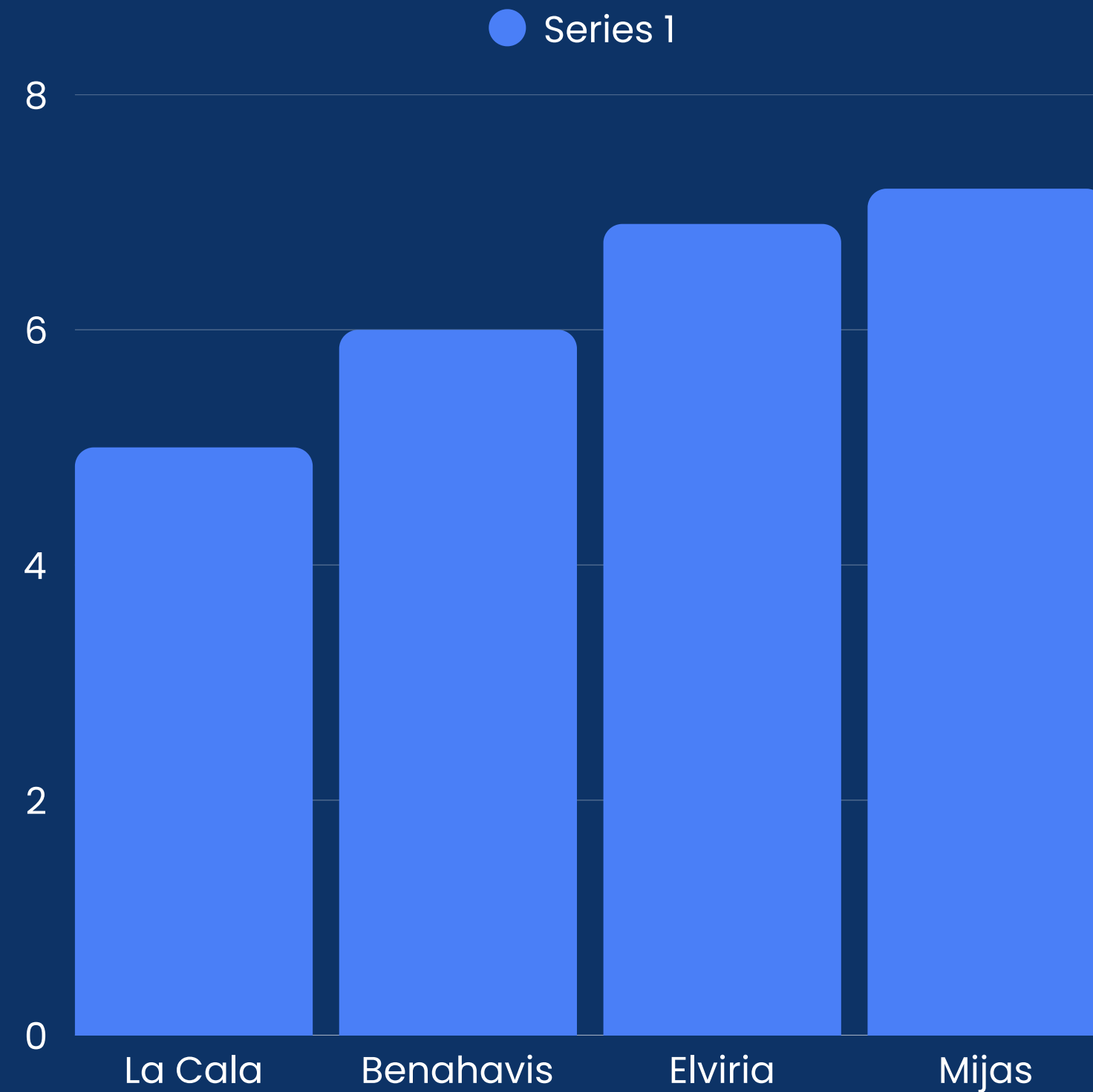
Rarely exceeded

10% – 12%

These figures indicate a stable and functioning property market, rather than one experiencing widespread price collapse.

## % Average Negotiation by Area

Negotiation margins remain relatively consistent across the areas analysed.



# AREA-BY-AREA MARKET BEHAVIOUR

## La Cala

Median negotiation: ~5%

La Cala shows the tightest negotiation margins among the areas analysed. This suggests relatively strong demand relative to supply, allowing sellers to maintain firmer pricing positions.

## Benahavís

Median negotiation: ~6%

Premium areas such as Benahavís show resilient pricing behaviour. Buyers remain active but tend to negotiate modestly rather than aggressively.

## Elviria

Median negotiation: ~6.9%

Elviria demonstrates a consistent pricing adjustment pattern, with properties typically aligning with market expectations after a single correction cycle.

## Mijas

Median negotiation: ~7.2%

Mijas displays slightly higher negotiation margins, likely reflecting a broader mix of property types and price ranges.

However, negotiation levels remain within the typical market band.

Although negotiation margins remain broadly consistent, subtle differences appear across locations.



# THE PRICE CORRECTION EFFECT

## Why Some Sellers Experience Larger Reductions

One of the most important insights from the data is the difference between negotiation and price correction.

Many properties follow this pricing journey:

**Launch at optimistic price**



**Limited buyer interest**



**Price reduction**



**Buyer engagement**



**Negotiation and sale**



This means the real price adjustment experienced by the seller can be larger than the final negotiation.

Example:

Launch price: €850,000

Reduced price: €799,000

Final sale price: €760,000

Negotiation from final asking price: 4.9%

Total correction from launch price: 10.6%

This pattern shows that much of the market's price movement occurs through correction of initial pricing, rather than aggressive negotiation by buyers.

# NEGOTIATION BEHAVIOUR BY PRICE BAND

The Costa del Sol property market is not one single market.

Negotiation behaviour varies depending on price bracket.

## Sub €500,000

Typical buyers:

- first-time buyers
- domestic buyers
- mortgage buyers

Typical negotiation range:

7% – 10%

This segment is the most price sensitive.

## €500,000 – €1.5m

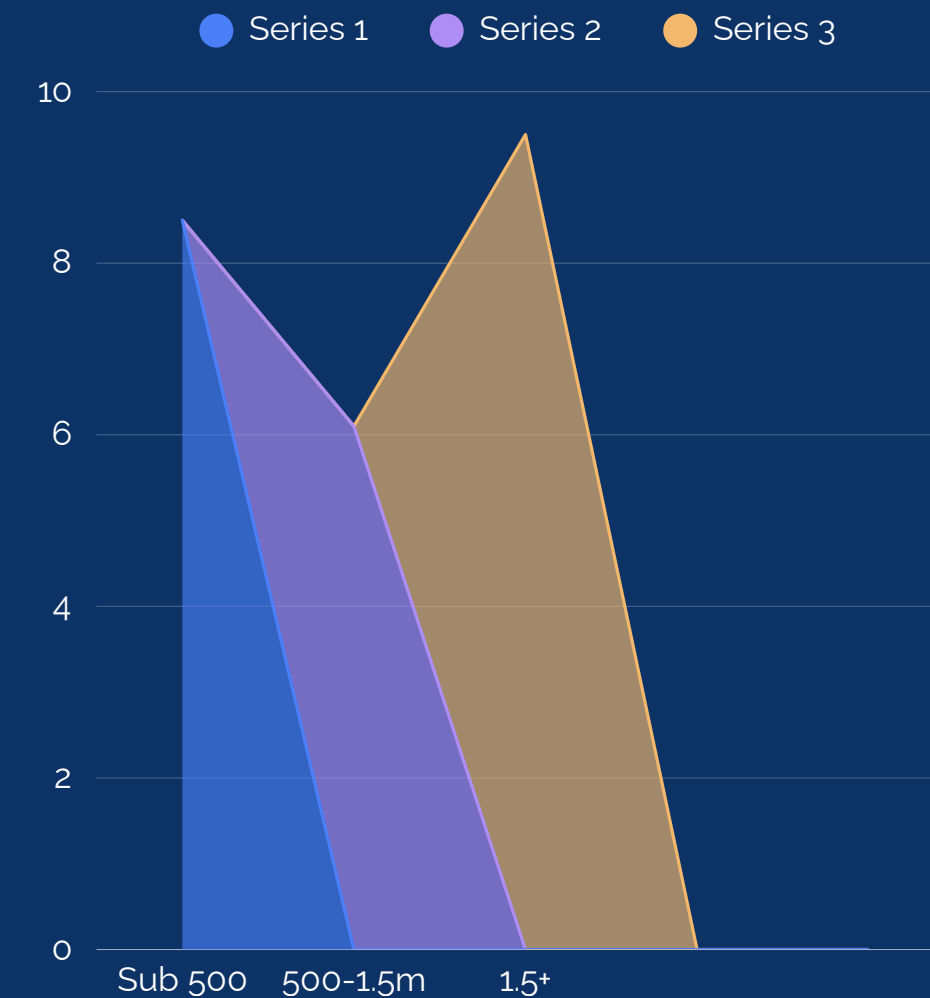
Typical buyers:

- international second-home buyers
- relocating expats
- Northern European buyers

Typical negotiation range:

5% – 7%

This is the core international market and typically shows the most stable pricing behaviour.



## €1.5m+

Typical buyers:

- luxury second-home buyers
- cash buyers
- international wealth buyers

Negotiation behaviour becomes less predictable.

Typical outcomes range from minimal negotiation to larger price corrections, often depending on how the property is initially positioned.

# WHAT THIS MEANS FOR SELLERS

The data highlights a consistent pattern:

Properties launched significantly above market expectations often require a price correction cycle before attracting serious buyers.

Once pricing aligns with buyer expectations, final negotiations typically fall within the 5-7% range.

Sellers who price correctly from the outset often benefit from:

- stronger early buyer interest
- shorter time on market
- more competitive negotiations

In contrast, properties launched well above market expectations often experience longer exposure and larger total price adjustments.



# MARKET OUTLOOK

The PCC Negotiation Index suggests the Costa del Sol property market is currently operating within a balanced and disciplined environment.

The evidence does not support the narrative of widespread price collapse.

Instead, the market demonstrates:

- predictable negotiation margins
- price-sensitive buyers
- modest seller adjustments

This type of market rewards accurate pricing and strategic positioning.

## Methodology

The PCC Negotiation Index analyses recent property listings across Mijas, La Cala, Elviria and Benahavís.

The analysis compares the initial advertised price with the final achieved sale price where available.

Extreme outliers were excluded to prevent distortion of the results.

The objective of the index is not to predict individual property outcomes, but to identify broader market negotiation patterns.

## Conclusion

The Costa del Sol property market remains active, stable and disciplined. Transactions are typically agreed within predictable negotiation margins, with most properties selling within approximately 5–8% of their final asking price.

In this environment, success depends less on testing unrealistic prices and more on entering the market with a clear pricing strategy.

For sellers, the difference between stagnation and sale is often determined by pricing accuracy from day one.

### Important Notice

The information contained in this report is based on research, market observations and publicly available data sources considered reliable at the time of publication.

The PCC Negotiation Index is designed to illustrate general pricing and negotiation trends within selected Costa del Sol property markets and should not be interpreted as a prediction of individual property outcomes. Property values and negotiation results may vary depending on a range of factors including property condition, location, market conditions and buyer demand.

This report is intended for general information purposes only and does not constitute professional advice.