



THE MARBELLA AI VISIBILITY REPORT 2026

Which estate agencies are recommended by AI, for which customer needs, and why?

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Table of contents

p.3

Executive summary

p.5

The emerging AI recommendation market

p.6

Research scope

p.8

Overall Marbella visibility landscape

p.9

Foreign and international buyers

p.10

Property investment

p.11

Luxury property

p.13

Reputation, trust and establishment

p.14

Nationality-specific visibility

p.19

Differences between AI models

p.20

What appears to drive AI recommendations

p.21

Strategic implications for estate agencies

p.22

How agencies should use the results

p.24

Methodology overview

p.25

Limitations

p.26

Conclusion

Executive summary

Artificial intelligence is fast becoming a new recommendation layer between property buyers and sellers, and the estate agencies competing for their business.

Prospective clients are no longer relying only on conventional searches on Google such as “*Marbella estate agents*.” They are asking ChatGPT, Gemini and Google AI Overview and other AI agents more commercially specific questions:

- Which Marbella real estate company is best for foreign buyers?
- What real estate broker in Marbella has the best track record for investment property?
- Which Marbella real estate company is strongest in high end luxury property?
- Which agency in Marbella is the most established and trusted?
- Which real estate company is best for British, Swedish, Dutch, German or Norwegian buyers?

This research assessed how AI platforms answer those questions and which Marbella agencies they most frequently present as suitable options.

AI-generated responses	Areas of customer intent	Agency appearances classified
2,895	9	100%

The study reviewed **2,895 AI-generated responses** across nine areas of customer intent. Every agency appearance was classified before it contributed to the results. Only agencies genuinely recommended or included in a shortlist were counted. Citations, incidental mentions, comparisons, negative statements and repeated references within the same response were excluded.

The findings show that Marbella does not have one universal AI visibility leader. Leadership changes according to the customer's need, nationality, location and wording of the question.

PANORAMA Panorama has the strongest association with investment, reputation, trust and being established in Marbella.	ENGEL & VÖLKERS® Engel & Völkers leads the combined luxury-property analysis, performs strongly for foreign buyers and dominates German-buyer searches.	DRUMELIA REAL ESTATE Drumelia Real Estate is a major luxury and investment brand. It won several luxury prompt variants and tied with Panorama for total Dutch-buyer visibility.
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Specialist firms become significantly more prominent when nationality is included.

British buyers

BROMLEY ESTATES
MARBELLA

Bromley
Estates
Marbella

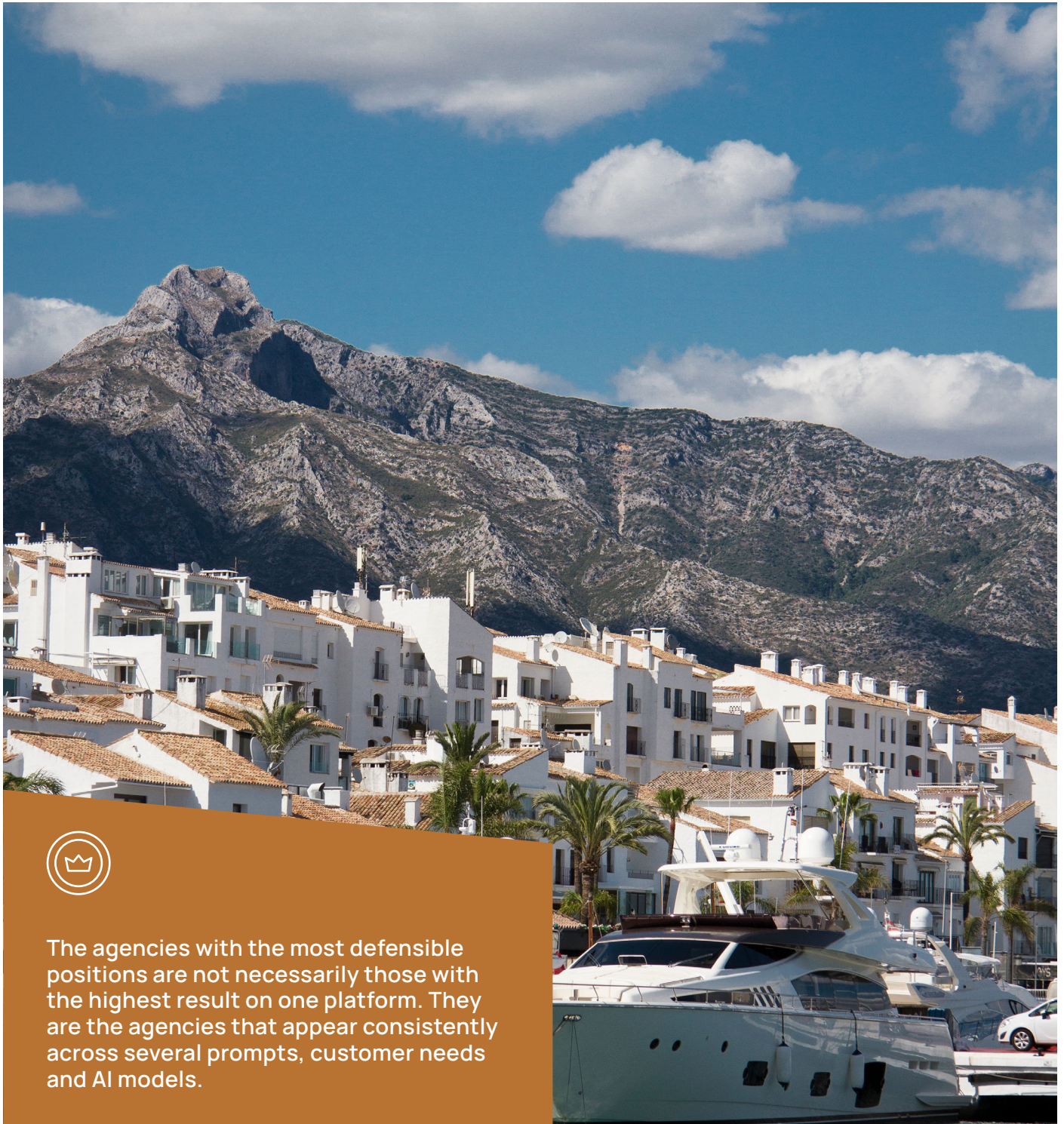
Swedish buyers

 **BJURFORS** Bjurfors

Norwegian buyers

 **Nordica**
REAL ESTATE Nordica
Marbella

The results also demonstrate that prompt wording matters. Small changes in phrasing can alter the leading agency, even where the underlying customer need is similar. A single keyword or prompt is therefore not a reliable measure of AI visibility.



The emerging AI recommendation market

Traditional search visibility is primarily concerned with whether a company appears in a list of links. AI visibility is different.

When a user asks an AI platform for the best agency, the platform interprets the question, selects a small group of companies and explains why those companies may be suitable. The agency is not simply visible. It is being framed as a recommended answer to a customer's problem. This creates a new competitive environment for estate agencies.

An agency may have strong conventional search rankings but limited visibility when users ask AI systems about investment expertise, foreign buyers or luxury property. Conversely, a specialist agency may outperform a larger brand when the question closely matches its specific capabilities, client base or area of expertise.

The research suggests that AI visibility in Marbella is already:



Intent-specific: different agencies lead investment, luxury, reputation and nationality searches.



Prompt-sensitive: changes in wording can alter the ranking.



Model-dependent: ChatGPT, Gemini and Google AI Overview and Claude do not always recommend the same firms.



Evidence-driven: AI explanations repeatedly refer to language capability, longevity, reviews, local expertise, investment knowledge and specialist services.



Commercially relevant: the prompts closely resemble questions a serious buyer, seller or investor may ask before choosing an agency.



AI recommendation visibility should therefore be treated as a distinct part of brand strategy, market positioning and digital performance.

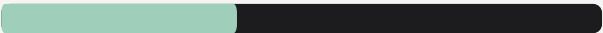
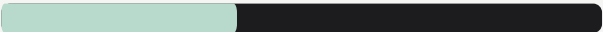
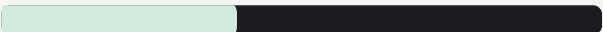
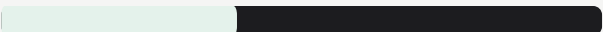
Research scope

Research areas

Responses

9

2,895

01	Property investment Which agency is best for Marbella property investment?		585
02	Luxury property Which company is best for luxury property in Marbella?		585
03	Foreign buyers Which agency is best for foreign buyers?		570
04	Reputation and trust Which agency is most reputable, trusted or established?		570
05	British buyers Which agency is best for British buyers?		117
06	Swedish buyers Which agency is best for Swedish buyers?		117
07	Dutch buyers Which agency is best for Dutch buyers?		117
08	German buyers Which agency is best for German buyers?		117
09	Norwegian buyers Which agency is best for Norwegian buyers?		117

LEADER		SEARCH INTENT	
Engel & Völkers	ENGEL & VÖLKERS®	Foreign buyers Panorama led for the exact “estate agency in Marbella” wording Luxury property Drumelia led three of five variants and the exact company prompt German buyers The clearest category leader in the Marbella study	3
Panorama	PANORAMA	Property investment Engel & Völkers led the broader Costa del Sol luxury investment prompt Reputation and trust Strongest for established, trusted and seller-service questions Dutch buyers (tied) Drumelia received more explicit recommendations, Panorama had broader model appeal	3
Bromley Estates Marbella	BROMLEY ESTATES MARBELLA	British buyers Strong and balanced across the three models	1
Bjurfors	BJURFORS	Swedish buyers Nordica Marbella was the strongest locally focused alternative	1
Drumelia	DRUMELIA REAL ESTATE	Dutch buyers (tied) Drumelia received more explicit recommendations, Panorama had broader model appeal	1
Nordica Marbella	nordica REAL ESTATE	Norwegian buyers M2Nordic was the strongest balanced alternative	1



The market is therefore best understood as a collection of **category ownership positions**, not a single league table.

Overall Marbella visibility landscape

Several agencies repeatedly appear across the research, but they do so for different reasons.

PANORAMA

Panorama has the clearest AI position around history, trust, investment knowledge and established local authority.

It ranked first in the investment analysis, first in the reputation analysis and first for four of the five reputation prompt variants.

For the exact question

 ***“Who is the most established real estate company in Marbella?”***

Panorama appeared in 111 of 114 responses.

Its visibility is supported by references to longevity, market

knowledge, professional standards and experience in Marbella's luxury sector.

ENGEL & VÖLKERS

Engel & Völkers has the broadest position around **international reach, luxury property and multilingual support**.

It ranked first in the combined luxury analysis, first across the Marbella-specific foreign-buyer prompts and overwhelmingly first for German buyers.

Its German-buyer result was particularly strong: it appeared in 113 of 117 responses and was consistently recommended across ChatGPT, Gemini and Google AI Overview.

DRUMELIA REAL ESTATE

Drumelia has a strong association with luxury marketing, modern high-end property and premium market visibility.

It was only seven appearances behind Engel & Völkers in the combined luxury analysis. It also ranked first for three of the five luxury prompt variants, including the exact wording

 ***“Who is the best luxury property company in Marbella?”***



SPECIALIST CATEGORY LEADERS

The nationality studies demonstrate the value of a clear specialist identity. Bromley Estates Marbella led British-buyer recommendations. Bjurfors led Swedish-buyer visibility. Nordica Marbella led Norwegian-buyer visibility.

These results show that specialist positioning can overcome the general authority advantage of larger international brands.



Foreign and international buyers

Across the complete five-prompt foreign-buyer analysis, Engel & Völkers had the highest total recommendation visibility.

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When the analysis was restricted to the three prompts explicitly naming Marbella, Engel & Völkers appeared in **275 of 342 responses, or 80.4%**. Panorama followed with 236 appearances, Nordica Marbella with 180 and Drumelia with 157.

For the exact prompt

“What estate agency in Marbella is best for dealing with foreign buyers?”

Panorama ranked first with 90 appearances, ahead of Engel & Völkers with 84.

This difference illustrates prompt sensitivity. Panorama was particularly strong when the question emphasised an established local estate agency. Engel & Völkers became stronger when the wording shifted toward company, broker or international-client capability.

The most common reasons for recommending agencies to foreign buyers were:



Luxury-market specialist



Experience with international buyers



Multilingual communication



Legal and transaction guidance



Personalised service



Relocation and after-sales support



Reputation and track record



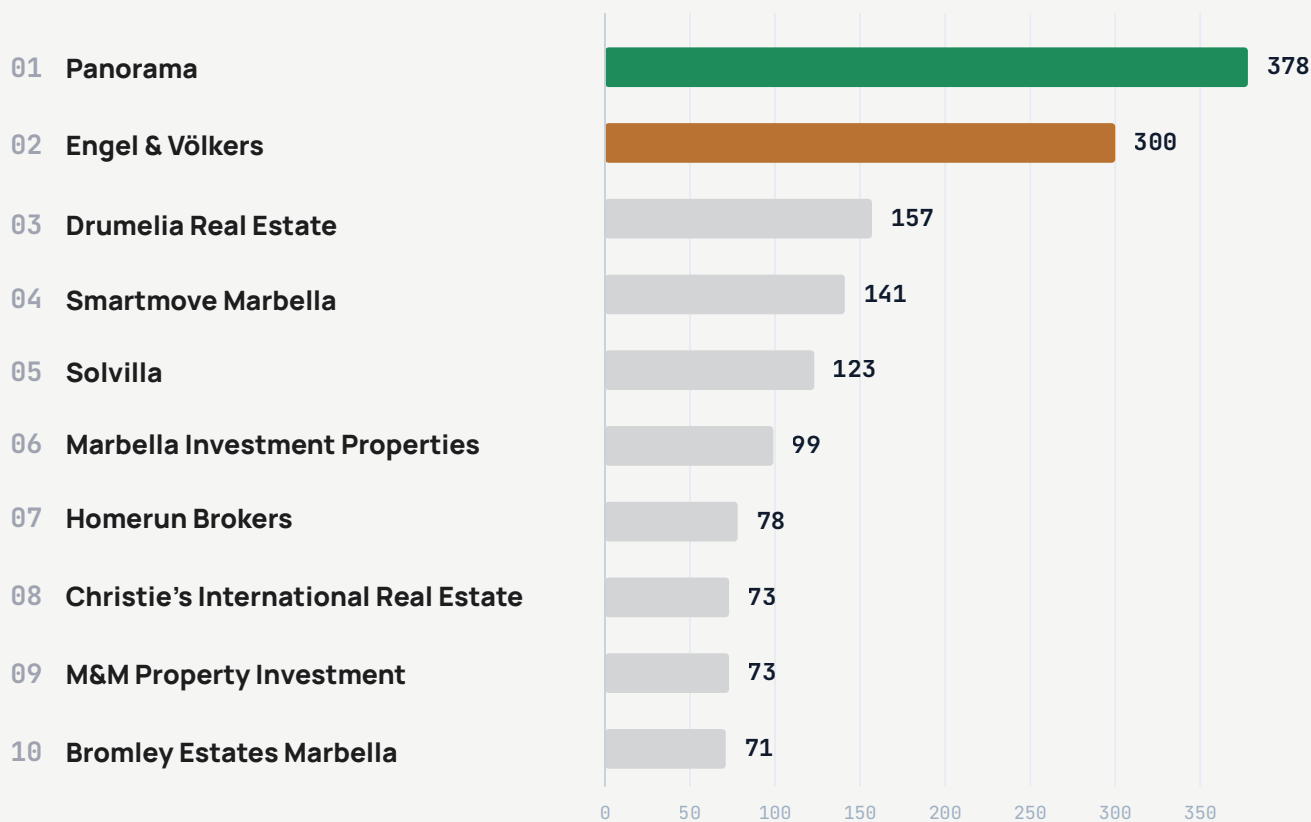
International network reach



Local Marbella expertise

Property investment

Top agencies recommended for Marbella investment



Recommendation appearances across 585 responses

Panorama ranked first in the Marbella investment analysis, appearing in **378 of 585 responses, or 64.6%.**

Engel & Völkers ranked second with **300 appearances**, followed by **Drumelia, Smartmove Marbella and Solvilla.**

Panorama ranked first for the **four prompts** that directly asked about investment or investment advice in Marbella.

Engel & Völkers ranked first for the broader prompt **“Top agencies recommended for investing in Costa del Sol luxury properties.”** This suggests that Panorama has the strongest

association with Marbella-specific investment advice, while Engel & Völkers becomes more prominent when the question is widened to luxury investment across the Costa del Sol.

The dominant recommendation reasons were:



Luxury and prime-market expertise



ROI and investment-strategy advice



Rental-yield and income potential



Access to new developments and developers



Capital appreciation and resale potential



Off-market and exclusive opportunities



Local market knowledge and data

Luxury property



Engel & Völkers ranked first overall in the luxury-property analysis, appearing in **500 of 585 responses, or 85.5%.**

Drumelia was extremely close with **493 appearances**, followed by **Panorama with 371** and **Solvilla with 291.**

The result changes depending on the wording. Drumelia ranked first for three of the five prompt variants, including the exact question

“Who is the best luxury property company in Marbella?”

Engel & Völkers nevertheless ranked first overall because of its

consistent performance across all prompt variants and strong visibility in the international-buyer luxury prompt.

The dominant recommendation reasons were:



Luxury and ultra-prime specialism



Expertise in prime Marbella areas



Global brand and marketing reach



International and multilingual service



Off-market and exclusive inventory



Local Marbella expertise



Personalised or boutique service



Reputation and track record



Discretion and confidentiality



LUXURY-VISIBILITY OPPORTUNITY

Many agencies describe themselves as luxury specialists. That claim alone is unlikely to distinguish one agency from another.

More defensible signals include:



The luxury market is especially sensitive to presentation quality. However, visual quality should support rather than replace evidence of real expertise.



Consistent expertise in named prime areas



High-quality adviser profiles



Evidence of high-value transaction experience



Discretion and confidential selling processes



Exclusive or off-market access



Private-office or concierge capabilities



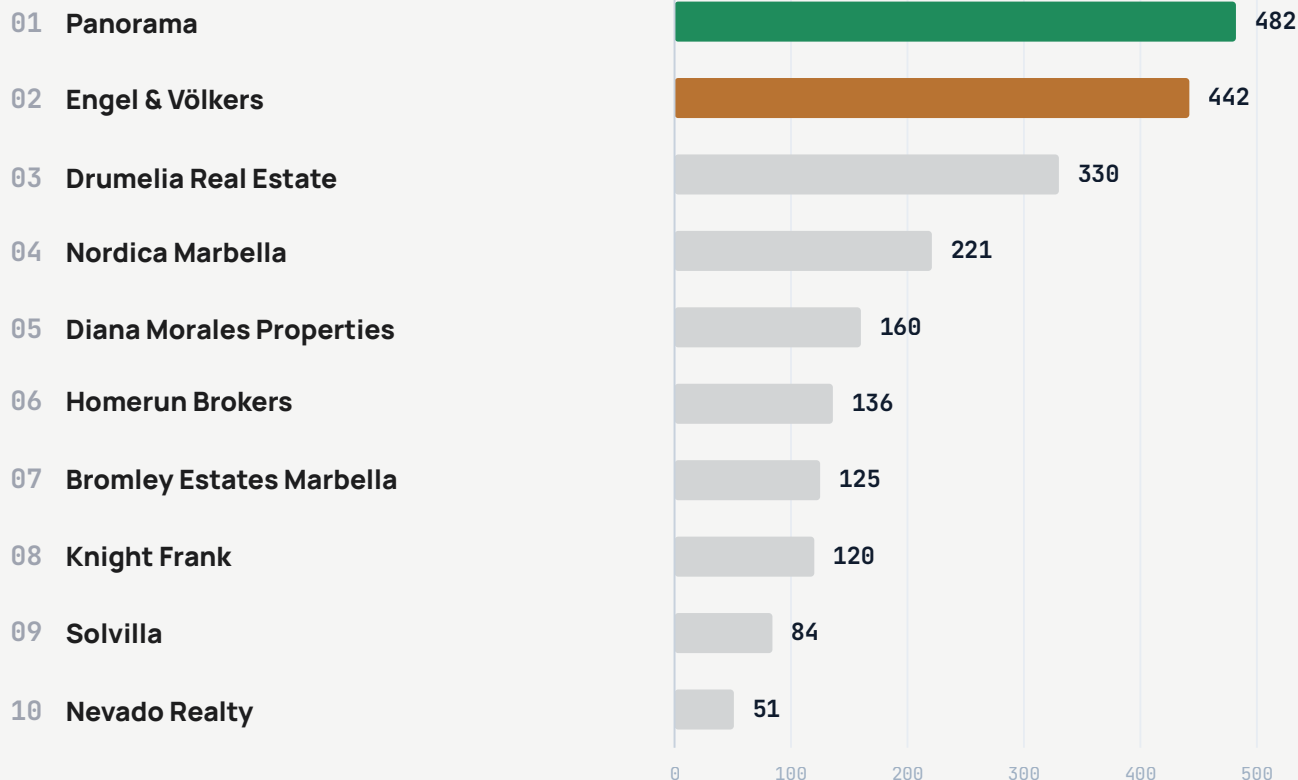
International distribution and buyer reach



Case studies demonstrating complex or high-value transactions

Reputation, trust and establishment

Top agencies for reputation, trust and establishment



Recommendation appearances across 570 responses

Panorama was the clear overall leader in the reputation study, appearing in **482 of 570 responses, or 84.6%**.

Engel & Völkers ranked second with 442 appearances, followed by **Drumelia, Nordica Marbella and Diana Morales Properties**.

Panorama ranked first for four of the five prompt variants:

- 1 Best reputation
- 2 Best seller service
- 3 Most trusted for buyers

4 Most established company

Engel & Völkers ranked first for the broader question

"What real estate broker should I use in Marbella?"

The most relevant reputation signals were:

- Longevity and established history
- Trust, reviews and reputation
- International and multilingual capability



Professional accreditation and standards



Seller marketing and exposure



Personalised service and communication



Local Marbella knowledge



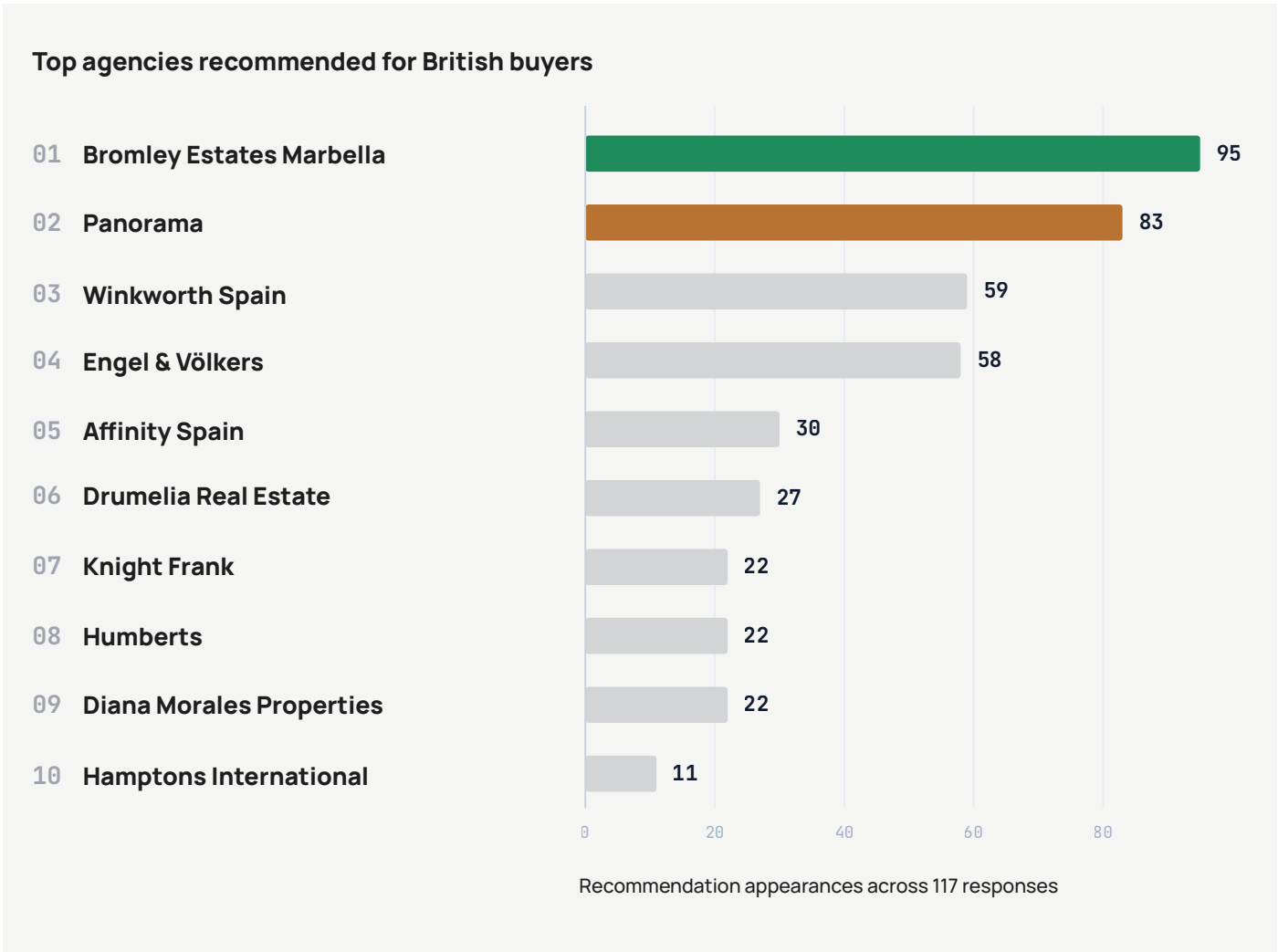
Transparency and ethical advice



Sales and negotiation track record

Nationality-specific visibility

Nationality materially changed the recommendation landscape.



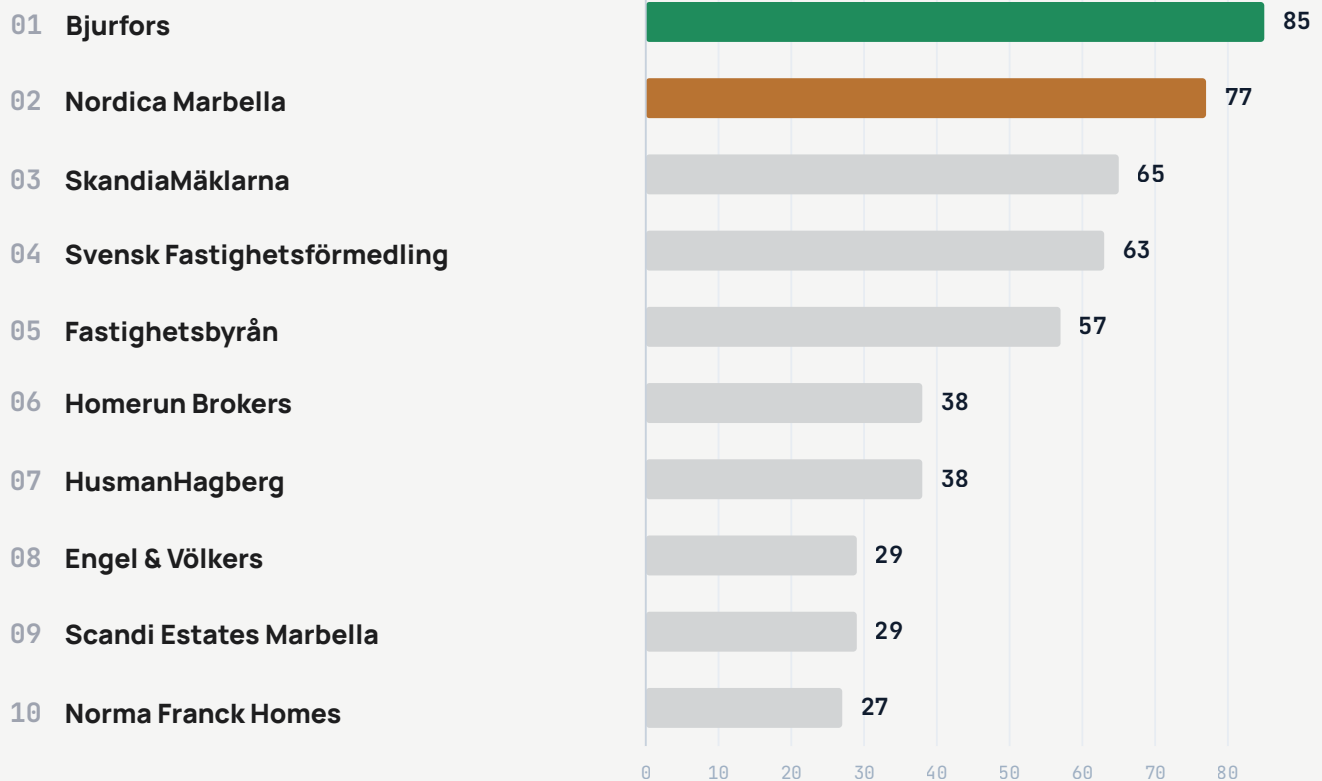
BRITISH BUYERS

Bromley Estates Marbella appeared in **95 of 117 responses, or 81.2%**, making it the clear British-buyer leader.

Panorama ranked second, followed by Winkworth Spain and Engel & Völkers. The strongest

reasons were experience with British buyers, English-language communication, reputation, relocation support, transaction guidance and recognised professional standards.

Top agencies recommended for Swedish buyers



Recommendation appearances across 117 responses

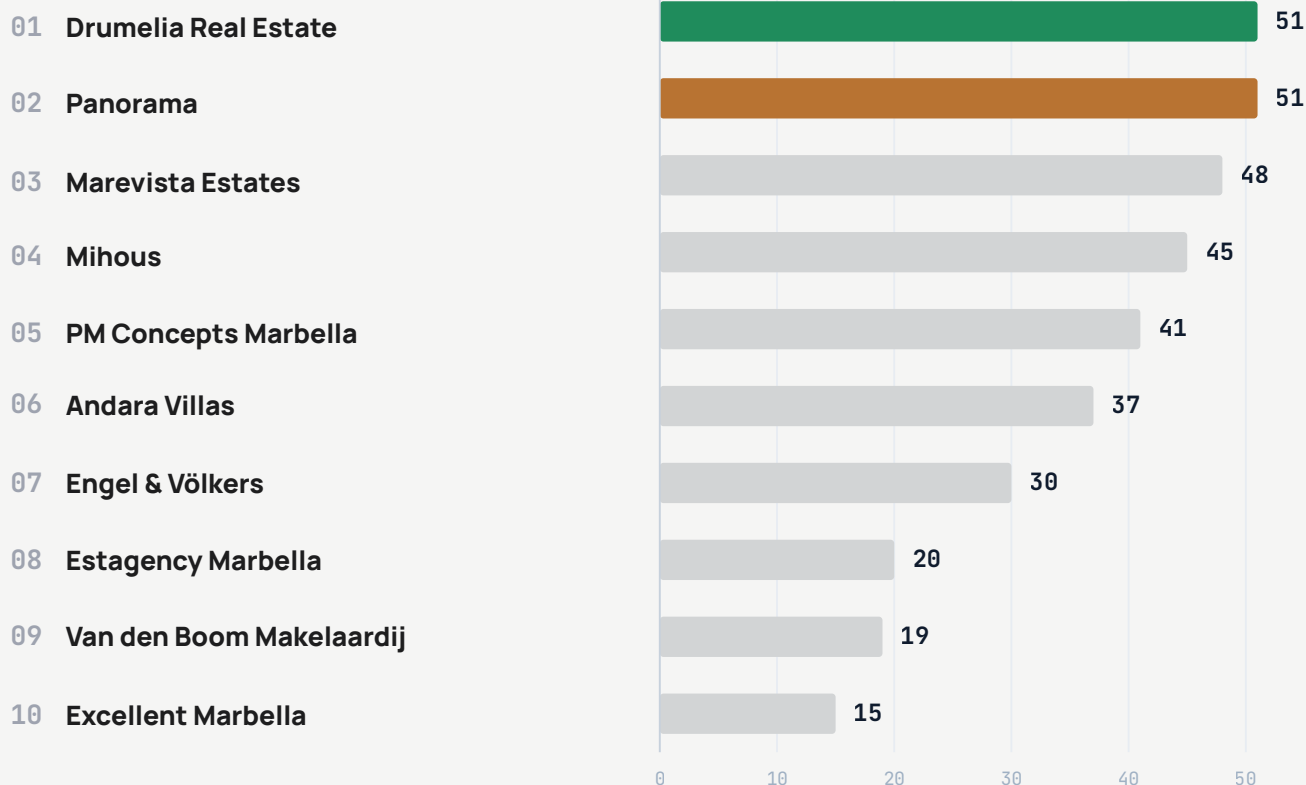
SWEDISH BUYERS

Bjurfors ranked first with **85 of 117 appearances, or 72.6%.**

Nordica Marbella ranked second, followed by SkandiaMäklarna, Svensk Fastighetsförmedling and Fastighetsbyrån.

Bjurfors achieved the most balanced cross-model result. Other Swedish brands performed very strongly in particular models but were absent or weak in others.

Top agencies recommended for Dutch buyers



Recommendation appearances across 117 responses

DUTCH BUYERS

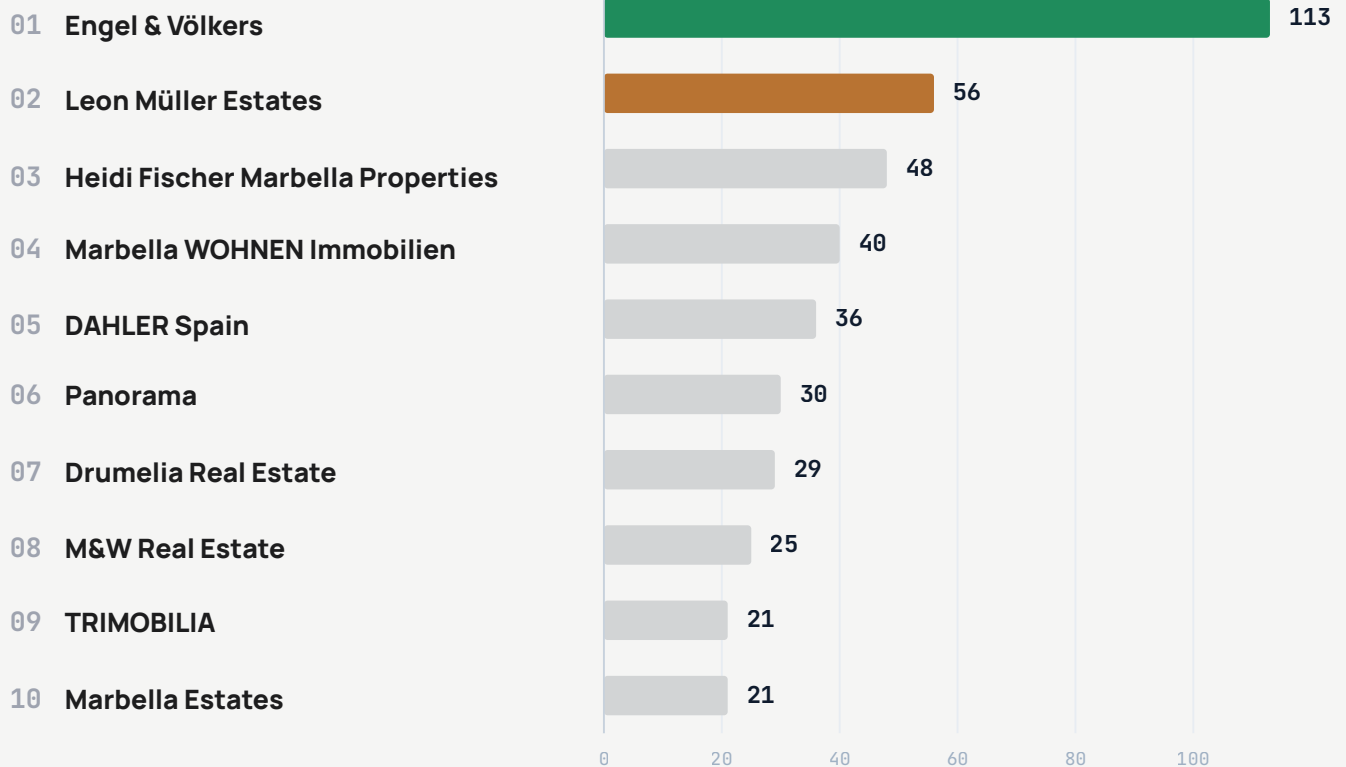
Drumelia and Panorama tied with **51 appearances each, or 43.6%**.

Drumelia received more explicit recommendations. Panorama had more balanced support across the three models.

The Dutch market produced the most fragmented nationality result. Specialist agencies such as

Marevista Estates, Mihous and PM Concepts Marbella led individual platforms but did not achieve broad cross-model agreement.

Top agencies recommended for German buyers



Recommendation appearances across 117 responses

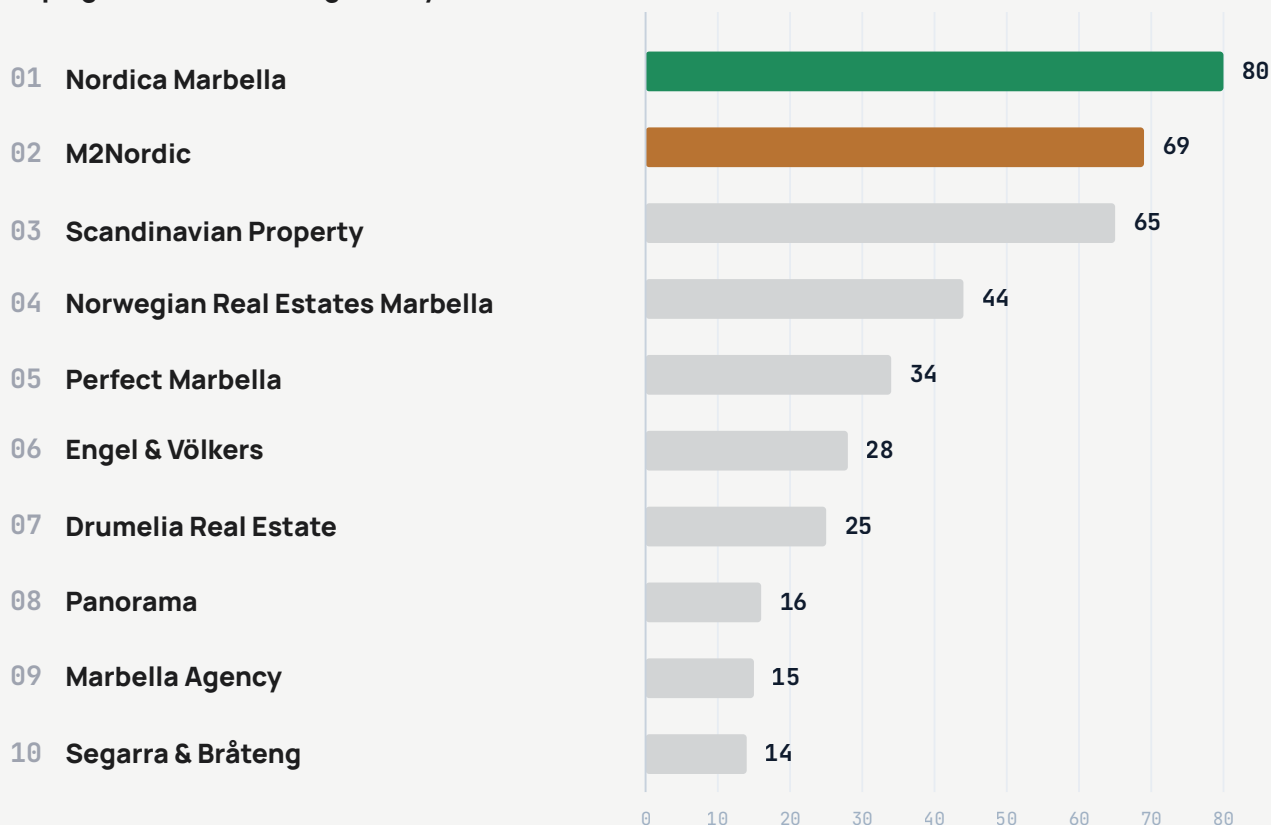
GERMAN BUYERS

Engel & Völkers was the strongest nationality result in the entire Marbella study.

It appeared in **113 of 117 responses, or 96.6%**, including 38 ChatGPT, 38 Gemini and 37 Google AI Overview responses.

German-language communication, direct experience with German-speaking clients, professional standards and luxury-market coverage were the leading reasons.

Top agencies for Norwegian buyers



Recommendation appearances across 117 responses

NORWEGIAN BUYERS

Nordica Marbella ranked first with 80 of 117 appearances, or 68.4%.

M2Nordic ranked second and **Scandinavian Property third**.

Nordica led both ChatGPT and Gemini.

Scandinavian Property led Google AI Overview, demonstrating the importance of model-specific monitoring.

From research to action

Foreign and international buyers

 **COMMERCIAL INTERPRETATION**

Property investment

 **INVESTMENT-VISIBILITY OPPORTUNITY**

Luxury property

 **LUXURY VISIBILITY IS AN EVIDENCE AND POSITIONING CHALLENGE**

Reputation, trust and establishment

 **BUILDING REPUTATION EVIDENCE**

Nationality-specific visibility

 **NATIONALITY STRATEGY**

 Differences between AI models

 Client AI visibility improvement framework

How agencies should use the results

 **CONFIDENTIAL AGENCY-LEVEL SCORECARD**

 Enhanced methodology

Limitations

 Agency-level conclusions

The client version of this report provides greater depth and more practical ways to apply these findings to your agency, market, competitors and commercial priorities.

It identifies:



the customer-intent categories you currently own



where competitors displace you



which strengths lack sufficient public evidence



priority actions for the next 90 days



What appears to drive AI recommendations

The research does not prove that one factor causes an AI platform to recommend an agency. However, the explanations show a repeated set of associations.

Across Marbella, the strongest recurring signals were:

RELEVANCE TO THE CUSTOMER'S EXACT NEED

Agencies were more likely to appear when AI systems could connect them to the buyer's nationality, language, property type or investment objective.

CLEAR SPECIALIST POSITIONING

Luxury, investment, relocation, seller service and nationality expertise produced different category leaders.

ESTABLISHED AUTHORITY

Longevity, reviews, credentials, market history and recognised expertise were common reasons for recommending established agencies.

EVIDENCE OF SERVICE CAPABILITY

AI responses frequently referred to multilingual staff, transaction support, market analysis, property management and after-sales assistance.

GEOGRAPHIC SPECIFICITY

References to the Golden Mile, Nueva Andalucía, La Zagaleta, Sierra Blanca, Benahavís and other specific areas strengthened luxury and local-expertise explanations.

INTERNATIONAL AND LOCAL REACH

Global networks helped large brands, while credible local expertise helped established Marbella firms and specialist agencies.

Strategic implications for estate agencies

AI visibility should become a measurable component of agency marketing strategy.

The objective should not be to manipulate AI answers. It should be to ensure that accurate, useful and commercially relevant information about the agency is available in a form that AI systems can understand.

Agency leadership teams should consider five questions:

1 *Which customer-intent categories do we currently own?*

2 *Where are competitors recommended instead of us?*

3 *Which capabilities do AI systems already associate with our brand?*

4 *Which genuine capabilities are missing from AI explanations?*

5 *Is our visibility consistent across models and prompt wordings?*



The answers can inform content strategy, public relations, brand positioning, website architecture and market research.

How agencies should use the results

The findings are best used as a benchmark for AI recommendation visibility, not as a conventional measure of market share.

They can help agencies:



Understand their current category position



Identify competitors associated with particular customer needs



Evaluate cross-model consistency





Prioritise content
and authority-
building activity



Track changes in AI
visibility over time



The rankings should
not be interpreted as
independent proof of
service quality, sales
performance or customer
satisfaction.



Methodology overview

The research used a controlled monitoring process designed to closely reflect how prospective clients may encounter agency recommendations across major AI platforms.

The selected prompts were run on a daily basis across the principal AI models included in the study. Geographic variation prompts were run from locations relevant to the market or customer group being assessed. The prompts were presented without language intended to favour or steer the models toward a particular agency.

The analysis then followed a two-stage classification and ranking process.

First, every agency appearance within each complete AI response was detected and assigned a classification. Second, rankings were calculated using only appearances classified as genuine recommendations or shortlist inclusions.

An agency could receive a maximum of one recommendation appearance per response, regardless of how many times it was repeated.

The public results use recommendation frequency, response share, prompt coverage and model coverage. The analysis also coded the reasons used by AI platforms to explain their recommendations.

The methodology is designed to measure AI recommendation visibility rather than factual market leadership, conventional market share or independently verified service quality.



Limitations

The research measures how AI systems responded to a controlled set of questions during the collection period. AI responses can change because of platform updates, new source material, answer variation and changes in the way a question is phrased.

The analysis does not verify that an agency objectively provides the best service, has the highest transaction volume or achieves the strongest investment returns.

Conclusion

The Marbella estate-agency market is entering a new phase of digital competition.

AI systems are not simply reproducing a conventional list of the largest agencies. They are matching agencies to customer needs and explaining why those agencies may be suitable.

This creates opportunities for both established brands and specialist firms.

Panorama's strength in investment and reputation demonstrates

the value of established local authority. Engel & Völkers' performance in luxury, foreign-buyer and German-buyer searches demonstrates the value of international reach and multilingual positioning. Bromley Estates Marbella, Bjurfors and Nordica Marbella show that focused nationality expertise can create category leadership.

The strategic objective for agencies is not to appear in every answer. It is to become a credible and consistent answer to the

customer questions most closely connected to their commercial priorities.

Agencies that clearly communicate their expertise, support it with credible evidence and a demonstrable track record and monitor their visibility across prompts and models will be better positioned as AI becomes a more important part of property discovery and agency selection.





Request a confidential AI Visibility Benchmark

A Schutle benchmark evaluates an agency's visibility across commercially relevant prompts, customer-intent categories and leading AI platforms.

The output identifies current strengths, competitor displacement, model dependency, evidence gaps and priority actions.

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