



**SOPHIQ**  
PROPERTIES

## Executive Report

Why 80% of Prime  
Opportunities Never  
Reach You



## **The prime market doesn't work the way you think**

In Madrid, prime districts –Salamanca, Chamberí, Justicia, Jerónimos, Recoletos– operate very differently from the rest of the real estate market.

There is no abundance. There are no second chances. Supply is extremely limited.

### **The reality is this:**

The best properties never reach online portals.  
And when they do, they are absorbed in less than a week.

For the end buyer, this creates a constant sense of scarcity, frustration and even disbelief:

### **“How is it possible that I never find what I'm looking for?”**

This report explains the reason –and how to become one of the few buyers who actually gain access to that hidden 80%.

## 1. 80% of the Prime Market Is Invisible (and It's Not by Accident)

In prime locations, most owners:

- Don't want public exposure
- Don't want photos of their homes on property portals
- Don't want indiscriminate viewings
- Don't want to negotiate with unqualified buyers

For this reason, the highest-quality properties circulate off-market, exclusively through:

- Private networks
- Trusted agents
- Developers
- Property advisors with a solid track record
- Senior brokers who decide who sees what

**If you're a buyer without an active presence in this ecosystem, you simply do not have access to that internal circulation of opportunities.**

## 2. Absorption Speed in Prime Is Extremely High

Truly good assets do not last:

- 150–300 sqm apartments
- With great light, ceiling height and viable redistribution
- In heritage buildings
- On the best streets of prime districts

**They close in under 7 days.**

**Sometimes in under 72 hours.**

**Often before the property ever reaches any portal.**

That's why what you want never becomes visible.

## 3. Information Asymmetry Favors the Seller – Never the Buyer

Prime sellers are typically represented and protected by:

- Lawyers
- Consultants
- Senior brokers
- Wealth managers

Each one adds layers of protection to avoid wasting time or compromising privacy.

Meanwhile, the average buyer:

- Scrolls through portals
- Requests partial information
- Visits properties that don't fit
- Reacts too slowly
- Makes decisions without real data
- Arrives "alone" at negotiation

**Result: they show up unprepared –and in prime, that means losing before even entering the game.**

## 4. The Best Opportunities Are Assigned by Trust, Not Search

Prime brokers and property owners prioritize showing top assets to:

- Solvent buyers
- Buyers who are well advised
- Buyers prepared to act
- Buyers who don't waste time
- Buyers validated by a serious intermediary

No one exposes an exceptional property to disconnected visitors or low-viability profiles.

**Trust is the true currency of access.**

## 5. Buyers Without a Specialized Advisor Always Operate at a Disadvantage

A buyer searching alone:

- Arrives late
- Receives partial information
- Sees what's left, not what's valuable
- Cannot assess technical risks
- Negotiates without real closing data
- Loses opportunities due to lack of financial preparation
- Fails to detect units with real transformation potential

And most importantly:

**they never access the real market –the hidden 80% that moves privately.**

## Conclusion: Accessing the Hidden 80% Requires System, Access and Credibility

To enter the real prime circuit you need:

- An advisor who opens doors that are not public
- Immediate access to opportunities before they are released
- Filters based on technical viability and transformation potential
- Real closing data, not expectations
- Financial preparation to avoid losing desirable assets
- Full coordination to act fast

Without these elements, you will remain at the surface of the market.

## How Sophiq Properties Gives You Access to the Hidden Market

Sophiq is a consolidated firm within Madrid's prime market.

If you decide to buy with Sophiq, you obtain:

- Direct access to off-market opportunities
- Relationships with property owners and brokers who move the real prime stock
- Early detection of assets before they are published
- Immediate technical and architectural validation
- Curated selection of units with real potential
- A fast, precise, frictionless acquisition process

**A buyer accompanied by Sophiq does gain access to the opportunities others never see.**

## Why Sophiq

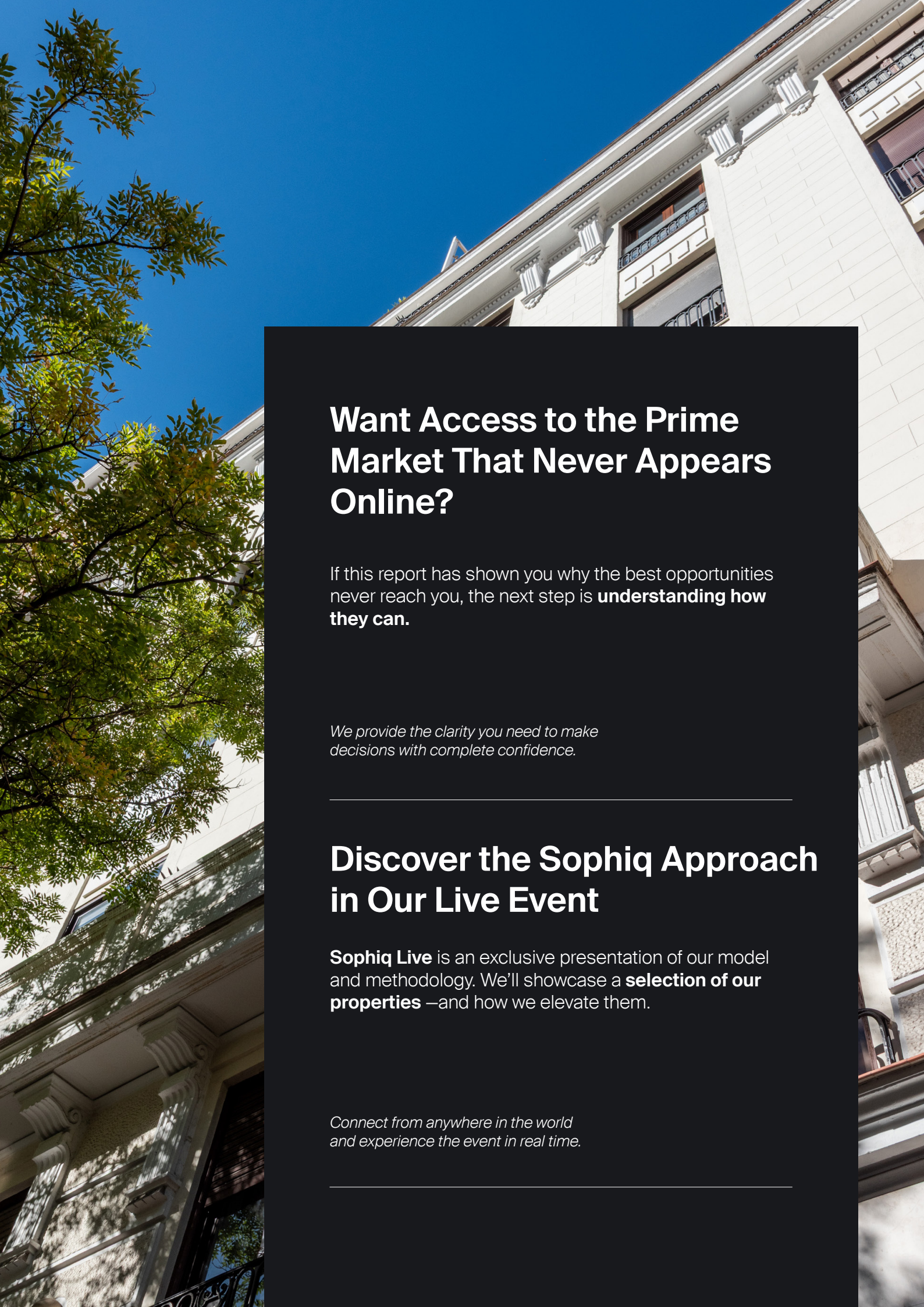
Our operational experience and our validated ecosystem position us as one of the most solid and specialized companies in Madrid's prime property market.

Thanks to this, every buyer's decision is backed by real data, rigor, and expert guidance at every stage.

**10** years of experience

**86** transactions

**143** M euros in transactions



## Want Access to the Prime Market That Never Appears Online?

If this report has shown you why the best opportunities never reach you, the next step is **understanding how they can.**

*We provide the clarity you need to make decisions with complete confidence.*

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## Discover the Sophiq Approach in Our Live Event

**Sophiq Live** is an exclusive presentation of our model and methodology. We'll showcase a **selection of our properties** —and how we elevate them.

*Connect from anywhere in the world and experience the event in real time.*

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