

CARLOS UZCATEGUI · FLORIDA LICENSED REALTOR® · SL705771

Activating Spanish Inventory

in the Miami MLS

The professional framework for listing Spanish-owned property through a licensed U.S. principal of record — with institutional American market exposure from day one.

For Spanish developers, agencies, and luxury property owners · 2026 Edition

United Realty Group · Miami and South Florida REALTORS® · 93,000 Member Agents · 200+ Websites · 19 Languages

contact@carlosre.com · +1 954-865-6622 · +34 646 853 078

Why the Miami MLS, and why a licensed principal matters

Luxury real estate in Spain — particularly in Madrid, Marbella, the Balearics, and the Costa del Sol — depends on international buyers for a disproportionate share of its highest-value transactions. Spanish portals (Idealista, Fotocasa, Habitacalia) reach the domestic market effectively. They do not reach the American professional real estate network.

The Miami and South Florida REALTORS® / BeachesMLS is the gateway to that network: 93,000 member agents, each working active buyer mandates, each with direct MLS access. 200+ global websites publish every listed property simultaneously in 19 languages. 385 MLSs across the United States share listing data via RPR's national exchange. 437 signed international association agreements generate referral flow from partner organisations in 70+ countries.

A property listed in this MLS is not 'promoted to international buyers' in the abstract. It is placed inside the professional workflow of 93,000 agents who are actively sourcing properties for clients with capital ready to deploy. That is a structural difference.

U.S. principal of record — what it means and why it is required

The Miami and South Florida REALTORS® / BeachesMLS requires that every property listed in the MLS be represented by a licensed Florida real estate professional. A Spanish developer or property owner cannot list directly — regardless of size, brand recognition, or existing professional relationships.

Carlos Uzcategui serves as the licensed Florida principal of record for each international property that enters this activation programme. This is not a workaround or a shortcut. It is the legally correct mechanism: a licensed U.S. professional who assumes fiduciary responsibility for the representation of the property within the U.S. market, coordinating with the owning party's local Spanish counsel, agency, and representation team.

Buyer-side representation in Spain is handled by local professional agencies and agents within the affiliated network. They manage showings, local negotiation, and buyer qualification on the ground. Carlos manages the U.S. MLS presence, the American buyer pipeline, and the coordination between the two markets.

WHAT ENTERS THE MARKET ON DAY ONE

The full distribution infrastructure of the world's largest local Realtor association

93,000

Member agents of Miami and South Florida REALTORS® / BeachesMLS — each with active buyer mandates

200+

Global websites publishing the listing simultaneously on day one

19

Languages in which the listing is published across those websites

385

U.S. MLSs sharing the listing via RPR's national exchange as of April 2026

437

+

Signed international association agreements generating referral flow in 70+ countries

11

MLS data exchanges with the largest platforms in the U.S. and Canada

\$69

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Combined 2025 transaction volume of the association — the highest of any local Realtor association in the world

From initial conversation to live MLS listing — four steps

STEP 1 — MANDATE REVIEW

Carlos reviews the property documentation, pricing mandate, and ownership structure with the developer or agency principal. A mutual disclosure is signed establishing Carlos as U.S. principal of record for MLS purposes. Legal review by U.S. and Spanish counsel is recommended for first-time activations.

STEP 2 — LISTING PREPARATION

Professional photography (if not already available in MLS-ready format), property description in English, and MLS data entry. Carlos coordinates the translation layer with the MLS's own 19-language distribution system — the listing publishes globally without additional work by the developer or agency.

STEP 3 — U.S. BUYER PIPELINE ACTIVATION

The listing enters the BeachesMLS / MIAMI MLS immediately. Within 24–48 hours it appears on 200+ global websites. Carlos initiates direct outreach to South Florida agents who work active mandates in the relevant price range and buyer profile — Venezuelan, Colombian, Argentine, Mexican, and Brazilian HNWI buyers are heavily represented in the South Florida agent network and are the primary buyer pool for Spanish luxury.

STEP 4 — REPORTING AND COORDINATION

Carlos provides a regular campaign report to the Spanish principal: impressions, enquiries, agent showings, and offer activity. All buyer enquiries generated through the U.S. channel are routed to the Spanish-side agency for local management. Carlos handles all U.S. buyer-agent coordination and MLS compliance.

WHO THIS PROGRAMME IS DESIGNED FOR

Three specific profiles

Spanish developers

Residential and mixed-use developers with inventory in Madrid, Barcelona, Marbella, the Balearics, or the Costa del Sol who have identified the LATAM and North American buyer as a priority channel but have no existing U.S. professional infrastructure.

Spanish real estate agencies

Established Spanish agencies — whether boutique luxury specialists or multi-office national networks — seeking to offer their developer and owner clients U.S. MLS access as a differentiated service, through a formal bilateral referral arrangement.

Individual luxury property owners

Spanish or LATAM property owners based in Spain who hold a single luxury asset and want it represented to the American professional network without establishing a U.S. entity or working with a U.S. agency that has no Spanish-market operational depth.

“Your inventory. The world’s largest local Realtor network. One licensed principal of record.”

YOUR NEXT STEP

Request an initial strategy conversation

A 30-minute call is sufficient to establish whether an activation makes structural sense for a specific property or portfolio, what the timeline looks like, and what the coordination framework between the Spanish and U.S. sides would require.

This is a peer-to-peer professional conversation between principals — not a sales pitch and not a commitment.

Madrid WhatsApp: +34 646 853 078 | USA WhatsApp: +1 954-865-6622 | contact@carlosre.com

Carlos Uzcategui · Florida Licensed Realtor® SL705771 · United Realty Group · Weston, FL 33331 · Active in Miami and Madrid simultaneously.

Carlos Uzcategui · Florida Licensed Realtor® SL705771 · United Realty Group · Member of Miami and South Florida REALTORS® · Equal Housing Opportunity · contact@carlosre.com · USA: +1 954-865-6622 · Spain: +34 646 853 078

This document describes a professional methodology for listing Spanish-owned real property through the Miami and South Florida REALTORS® / BeachesMLS. It does not constitute a listing agreement, legal opinion, or guarantee of outcome. All distribution figures reflect the association's verified post-merger infrastructure as of May 2026. Carlos Uzcategui, Florida Licensed Realtor® SL705771, United Realty Group. Equal Housing Opportunity.