MADOR REPORT · NOVEMBER 2026

Real estate agencies in Spain: who AI assistants recommend

We asked 4 AI assistants where to find real estate agencies in 50 cities in Spain, with 5 questions per city written the way a resident would ask them. That makes 999 answers, collected between 2 November 2026 and 3 November 2026.

78% of answers recommend at least one business

775 of 999 answers give at least one name to call. With the same method, the true share sits between 75% and 80%; the other answers explain how to choose and name nobody.

Gemini names the most, Claude the fewest

Gemini recommends a business in 97% of its answers, Claude in 29%. Showing up in one assistant does not mean showing up in another.

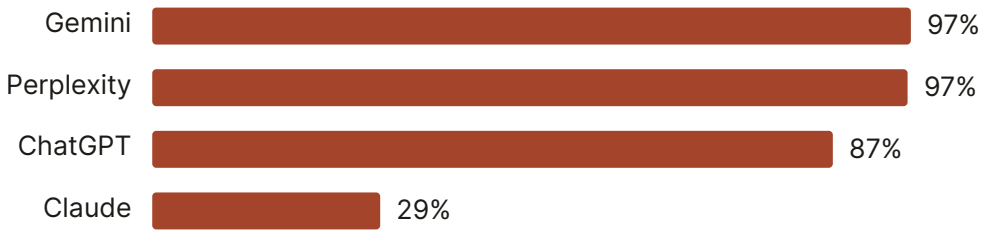
Engel & Völkers is recommended in 37 of 50 cities

44% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

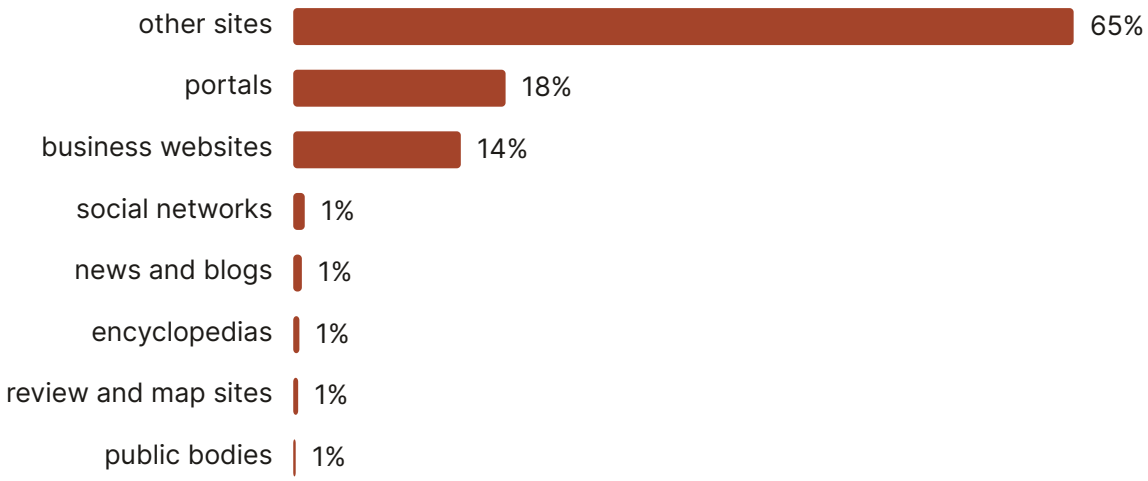
Portals make up 18% of the sites read, business websites 14%

51% of answers link to a portal, 38% to the website of a named business. A site the assistant reads is a site it takes names from.

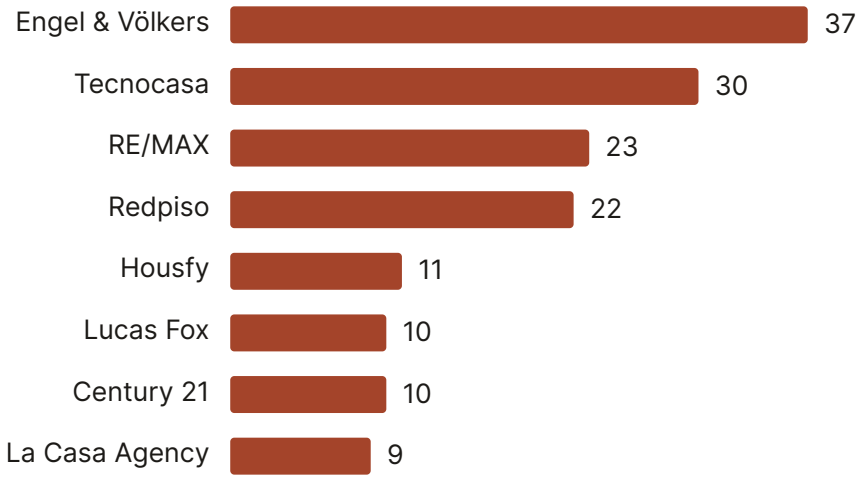
How often each assistant recommends



Sites read, by type



Networks recommended in the most cities



City by city

#	City	Answers	With a business	Most recommended
1	Madrid	20	65%	Vivienda2, Gilmar, Redpiso
2	Barcelona	20	85%	Housfy, InmoHogaris, Wolo
3	Valencia	20	80%	Engel & Völkers, Lucas Fox, Person Inmobiliaria
4	Zaragoza	20	75%	Expopiso, Inmobiliaria Las Fuentes, Landa Propiedades
5	Sevilla	20	90%	Inmobiliaria Sevilla 2000, Gilmar, Maxima Inmobiliaria
6	Málaga	20	90%	Casa Plus, Gilmar, Pineapple Homes
7	Murcia	20	65%	Inmotasa, Franco Inmobiliaria, Comprarcasa
8	Palma de Mallorca	20	95%	Engel & Völkers, Porta Mallorquina, Palmacasa Inmobiliaria
9	Las Palmas de Gran Canaria	20	85%	Azulaya Inmobiliaria, Gilmar, Ziegel – Gran Canaria
10	Alicante	20	90%	Inmobiliaria Casamayor, Inmolux, Inmobiliaria Núcleo

#	City	Answers	With a business	Most recommended
11	Bilbao	20	80%	Inmobiliaria Irízar, Inmobiliaria Salazar, Inmobiliaria Somera
12	Córdoba	20	85%	Inmobiliaria Barin, Inmobiliaria Capitán, Sócialcasa
13	Valladolid	20	70%	JBR Inmobiliaria, Afin Inmobiliaria, RE/MAX
14	Vigo	20	80%	Engel & Völkers, Inmobiliaria Cardicasa, Distrito 85 Inmobiliaria
15	L'Hospitalet de Llobregat	20	90%	La Casa Agency, Urban Grup, Engel & Völkers
16	Gijón	20	85%	Agencia La Playa, RE/MAX, Agencia Álvarez
17	Vitoria-Gasteiz	20	85%	Bengoa Inmobiliaria, General Inmobiliaria, Perales Digital
18	A Coruña	20	75%	Engel & Völkers, VipKel Consulting Services, ÔKAM
19	Elche	20	75%	Premium Servicios Inmobiliarios, Vivienda Plus, Grupo Secoes
20	Granada	20	75%	Grupo Torres Inmobiliaria, Equity Inmobiliaria, Álvarez Salmerón Inmobiliaria
21	Terrassa	20	90%	La Immobiliària TRS, Més Que Finques, IMMO Tempus
22	Badalona	20	80%	Hi Homie, La Casa Agency, Housfy
23	Sabadell	20	75%	Fincamps, JC Immobles, SBD Immobles
24	Oviedo	20	85%	Agencia Álvarez, eXp Realty, Elorza Inmobiliaria
25	Cartagena	20	40%	Inmobiliaria Valora, Cartagena Homes Inmobiliaria, Grupo Avilés e Inmobiliaria Cartagena
26	Móstoles	20	75%	Inmobiliaria Mendesalles, F&M Real Estate, Hogares Móstoles
27	Jerez de la Frontera	20	65%	Solerahogar Inmobiliaria, Místercasa, Huertas Inmobiliaria
28	Santa Cruz de Tenerife	20	75%	Inmobiliaria CB Tu Hogar, Engel & Völkers, Tecnocasa
29	Pamplona	20	80%	A10 Inmobiliaria, Inmosingular, Inmobiliaria Cidenar
30	Almería	20	85%	Inmobiliaria Cano, eXp Realty, Keller Williams
31	Alcalá de Henares	20	75%	Alcalá Inmobiliaria, Infinit Inmobiliaria, Mayor Inmobiliaria
32	Leganés	20	80%	Tecnocasa, N13 Inmobiliaria, Paso Correcto
33	Getafe	20	80%	Luna Inmobiliaria, Redpiso, Soluziona Inmobiliaria
34	Fuenlabrada	20	80%	MB Gestión Inmobiliaria, La Casa Agency, Tecnocasa
35	San Sebastián	20	85%	Areizaga Inmobiliaria, Fincas Ugalde, Arrigain Inmobiliaria
36	Castellón de la Plana	20	80%	Vivienda Castellón Inmobiliaria, Ivary Tu Casa, Aincas
37	Burgos	20	60%	Actívox Gestión Inmobiliaria, Casoplan Inmobiliaria, Inmoprotec
38	Alcorcón	20	80%	Inmobiliaria Maqueda, Urbalor Inmobiliaria, Tecnocasa
39	Santander	20	80%	Ática Inmobiliaria, Engel & Völkers, Bahía Home
40	Albacete	20	85%	InmoHouse Albacete, Izon Consulting, Gestcasa

#	City	Answers	With a business	Most recommended
41	San Cristóbal de La Laguna	19	58%	Tecnocasa, Clicasa Servicios Inmobiliarios, Grupo Aguere
42	Marbella	20	50%	Engel & Völkers, Panorama Properties, Gilmar
43	Logroño	20	80%	Inmobiliaria Iregua, Logroinmo, Solozábal
44	Badajoz	20	75%	Inmobiliaria Colón, Grupo Abril Inmobiliaria, Loft Sinergias Inmobiliarias
45	Lleida	20	75%	Finques Prats, Vivendis Grup Immobiliari, Finques Ronda
46	Salamanca	20	75%	Arias Martín Inmobiliaria, Rubén Montejo Agencia Inmobiliaria, Inmobiliaria Hernández Bueno
47	Tarragona	20	70%	Denova Inmobiliaria, Immobiliària Finques Villa Tàrraco, Immobiliària Hàbitat
48	Torrejón de Ardoz	20	90%	Tecnocasa, CASSAS.es, Inmobiliaria Ortiz 2001
49	Huelva	20	75%	Hogarix, AURA Gestión Inmobiliaria, Afink2 Huelva
50	Dos Hermanas	20	75%	La Casa Agency, Actives Inmobiliaria, E Vivienda Servicios Inmobiliarios

Method

Cities: the 50 most populous cities, INE, municipal register at 1 January 2025. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Since 4 November 2026, the order counts the answers that recommend first, then the mentions.

Names appear only where the assistants recommend them, never if an answer advises against them: national networks in the cities where at least one answer recommends them, independent businesses recommended in at least 2 answers in their city.

This data comes from the same work Mador does every day for businesses: it sees where assistants recommend them, writes and publishes the missing pages and measures again to see what changed.

[See where your business shows up]

Mador, "Real estate agencies in Spain: who AI assistants recommend", November 2026, mador.ai.