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TUCASACÓRDOBA

REAL ESTATE

We walk hand in hand with society,
offering the most advanced service,
and acting as a socio-economic agent
for social action.





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DOSSIER TUCASACÓRDOBA REAL ESTATE

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Equipo Humano



CEO & MANAGER

**JOSÉ JOAQUÍN
ROLDÁN**



Our Founder

José Joaquín began his career in the real estate sector in the year 2000, leading real estate teams before establishing himself as an independent agent and entrepreneur. His business vision has led him to create companies in the real estate and construction sectors, aiming to provide housing opportunities for all.

Equipo Humano 01



**MANUEL
TIRADO**

DIRSE

His social commitment and the drive he exerts as a promoter of Corporate Social Responsibility (CSR) activities, encompassed within the CSR Master Plan of Tucasacórdoba, position him as a leader in sustainability and social development.



**CHARO
DE LA TORRE**

HEAD OF ADMINISTRATION

She has been alongside José Joaquín since Tucasacórdoba started. She actively participates in the company's growth as the head of administration and human resources.



**JOB
DELGADO**

MARKETING MANAGER

Since joining the organization in 2018, he has advocated for stabilization and growth, emphasizing its local character as a socio-economic agent of the city. He is highly committed, and a driving force behind the social and constructive nature of Tucasacórdoba.



**FRANCISCO
PÉREZ**

FINANCIAL CONTROLLER

After years as an expert financial advisor at Tucasacórdoba, he took the step to join the management team. A valuable asset in building a forward-thinking company.

O1 WHO WE ARE



WE ARE REAL ESTATE PROFESSIONALS

Tucasacórdoba is not just another real estate agency. Committed to society and our local impact. We act as a **socio-economic agent**, fostering the circular economy by connecting businesses, organizations, and associations with the goal of leveraging our influence to benefit the residents of our city.

A real estate agency must not only advise on the purchase and sale of properties, but also **safeguard the patrimonial interests of their clients**, acting as a market-balancing agent to ensure a fair transaction for both parties.

At Tucasacórdoba, we understand that **each client is unique and special**, with distinct needs that require tailored strategies to achieve their goals in the shortest time possible.

WHO WE ARE

Tucasacórdoba is a key communication hub for its clients, both sellers and buyers, and for this reason, we are committed to ensuring the satisfaction of both parties. Real estate intermediation strengthens the real estate market, aligns the interests of clients with the city's development, and as a result, provides security to current and future property owners.

Our role as a **social and economic center drives** us to be present in various aspects of our clients lives. Since our establishment, we have participated in numerous social, cultural, sports, and community initiatives and activities through sponsorship and collaboration, while also **fostering new relationships among all types of organizations that impact our city.**



Our commitment to the city became even more evident with the innovative inclusion of the **Corporate and Social Responsibility** department in 2022.

This initiative, which is uncommon in the real estate sector, provides us with a vision of **our activity enriched by both internal and external impacts**. It is a key element for the company's cohesion and organic growth, as well as for enhancing external communication with **principles and values** that resonate with an increasingly demanding society.

- LEADERSHIP
- VANGUARD
- COMMUNITY

09

Our HISTORY

WE HAVE
YOUR
PERFECT
HOME

“ ”

Tucasacórdoba was founded in 2016 with the **purpose** of providing high-quality, client-oriented service. **We promote and ease access to homeownership, offering properties for all budgets.** Our strength lies in pre-owned homes, both for renovation, and already renovated, across all neighborhoods of Córdoba.

The beginning of this journey took place in a small office in the Valdeolleros neighborhood of Córdoba. A quiet, working-class neighborhood with moderate incomes, where **young people face challenges in accessing affordable housing.**

From the start, we were sensitive to the situation of our clients and focused all our resources on **making homeownership attainable at affordable prices.**

The **progression and growth** of our company have been steady since early days. Back then, the **manager, José Joaquín Roldán**, a real estate professional with over 25 years of experience, decided to establish himself as an independent agent and create his own brand, Tucasacórdoba Real Estate.

With a small team, we began laying the bricks to **build a solid company**, providing stability for its employees, and maintaining a **clear vision of social service** that has guided and supported us in advancing our commitment and impact.



02 Our JOURNEY

WE HAVE
YOUR
PERFECT
HOME

By early 2018, we had three offices in modest and quiet neighborhoods where living was still affordable. Neighborhoods like Santa Rosa, Sector Sur, and Valdeolleros were home to Tucasacórdoba's real estate experts, **committed to helping fulfill the dream of many of our clients: owning their first home.**

Back then, most of our property listings ranged from €30,000 to €140,000. These were manageable amounts both for individuals living alone and for families with **limited resources**. With campaigns like "**Buy and Pay Less Than Rent**," we helped hundreds of clients acquire their own homes. Our guidance mitigated the fear of buying and highlighted the fiscal and patrimonial benefits of owning a home.

It was time to focus on new clients we could help. With our social sensitivity and local character, sharing experiences and stories with clients and neighbors, we decided to dedicate ourselves to **helping the elderly and those with mobility issues** by launching the "**Not One More Step**" campaign. This initiative was aimed especially at older individuals living in upper-floor apartments, on second or third floors, without the possibility of installing an elevator. We offer these clients services to sell their old property and purchase a new, accessible home. Spacious areas, wide corridors, comfortable doorways, and turns for those using wheelchairs in their homes. Ground-floor or first floor homes, with elevators or lifts to overcome stairs and height differences.

In 2019, we began forging our **network of collaborating entities**, both public and private, through collaboration agreements with sports, cultural, assistance, educational, and awareness associations. Together, **we achieve an exponential impact on social issues.**



02

Our Milestone: Expanding to New Horizons

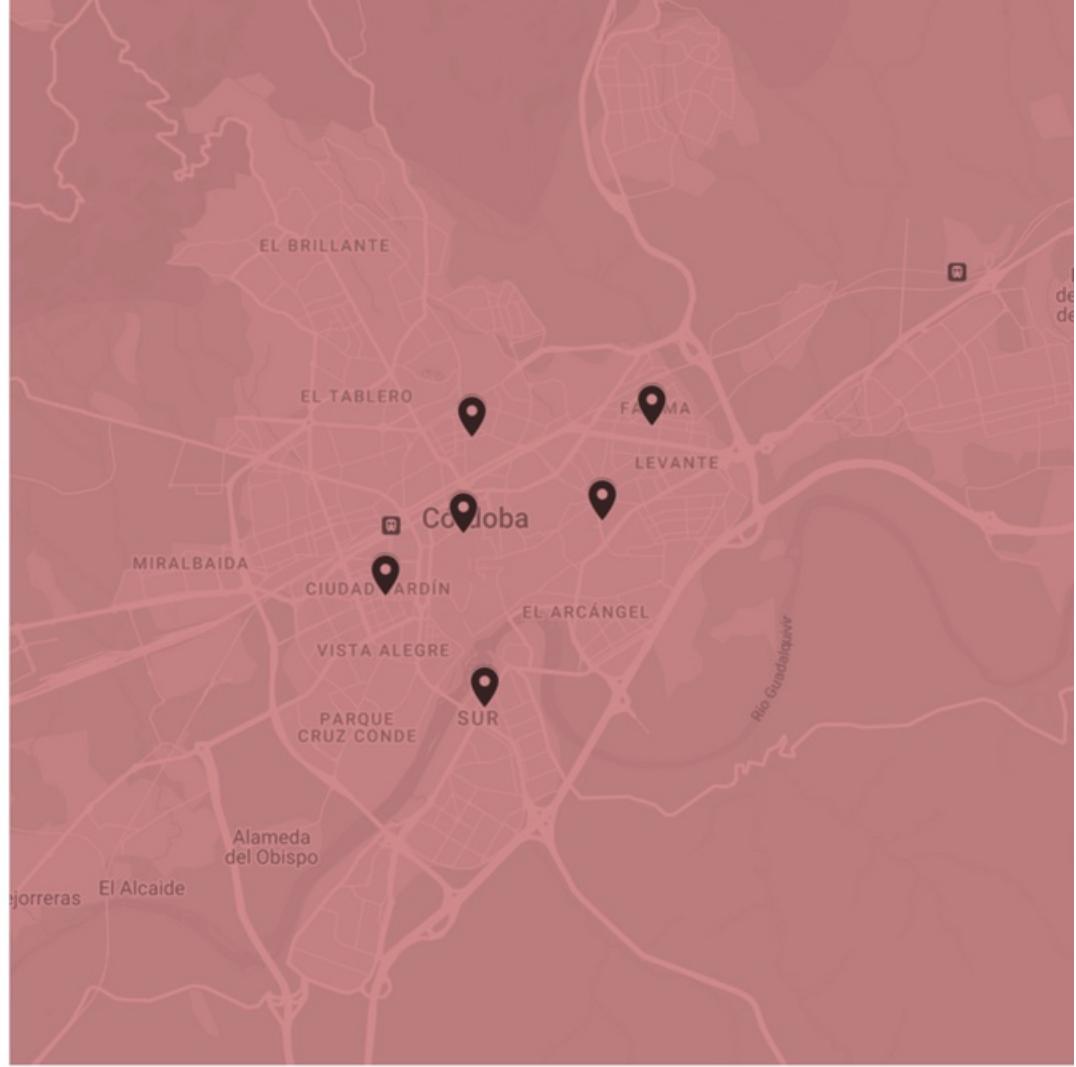
WE HAVE
YOUR
PERFECT
HOME
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In 2024, we now have **six real estate offices in Córdoba**, distributed across the entire city. A compass of real estate advisory and management services that has positioned us as the **leading real estate agency in Córdoba**.

In addition to the previously mentioned offices, new sales and customer service points have been added in recent years in the areas of Levante, Fátima, and Ciudad Jardín. This expansion allows us to maintain a presence and gain a deep understanding of the real estate market in our city, as well as extend our network of collaborating organizations.

As the company has grown, so has our product offering. We have expanded our client base, geographic reach, property types, and services, positioning ourselves as a market leader. We offer properties priced below €40,000 while also expanding the upper range by entering more valued and appreciated areas.

Our **Corporate Social Responsibility** efforts, through policies, actions, and projects, have reached extraordinary levels, helping us to grow with purpose, empathize with society, and understand the challenges many of our fellow citizens face, as we work to provide solutions. We will discuss this in more detail later.



02

TUCASACÓRDOBA OFFICE NETWORK

We have recently **opened a real estate agency in Málaga**, Tucasamálaga, to provide services in the Costa del Sol. We are expanding beyond our province with the ambition to offer solutions and refresh the real estate market with **value-generating proposals** in the sector.



WE HAVE
YOUR
PERFECT
HOME
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03

MISSION

MISSION, VISION & VALUES

Our mission is **to transform the real estate experience in our community through the use of innovative technologies and a deeply human approach.**

We are committed to facilitating **efficient and transparent** real estate transactions, supporting our clients at every stage of the process.

We act as **agents of change** in local socio-economic development, **promoting sustainable practices** that benefit both society and the environment.



03

VISION

MISSION, VISION & VALUES

We aspire to be the leading real estate agency in our region, recognized for our ability to integrate **cutting-edge digital solutions** with a strong commitment to **sustainability** and **social responsibility**.

We aim to be a **benchmark in the revitalization of local communities**, driving real estate growth that respects and preserves the natural environment while contributing to the well-being of its residents.



03 VALUES

MISSION, VISION & VALUES

- 1. Innovation:** we embrace technology as a driving force to offer more efficient and accessible services.
- 2. Local Commitment:** we are dedicated to the development and improvement of our community, understanding its needs and fostering its growth.
- 3. Sustainability:** we are committed to practices that minimize our environmental impact, promoting sustainable development in every project.
- 4. Transparency:** we value honesty and clarity in all our interactions, ensuring secure and ethical transactions.
- 5. Social Responsibility:** we believe in the importance of contributing to the well-being of society, supporting initiatives that generate a lasting positive impact.



SERVICES

- Property Marketing
- Property Sales
- Services for Buyers
- Rentals:

Services for Tenants and Landlords

04



SERVICES FOR BUYERS

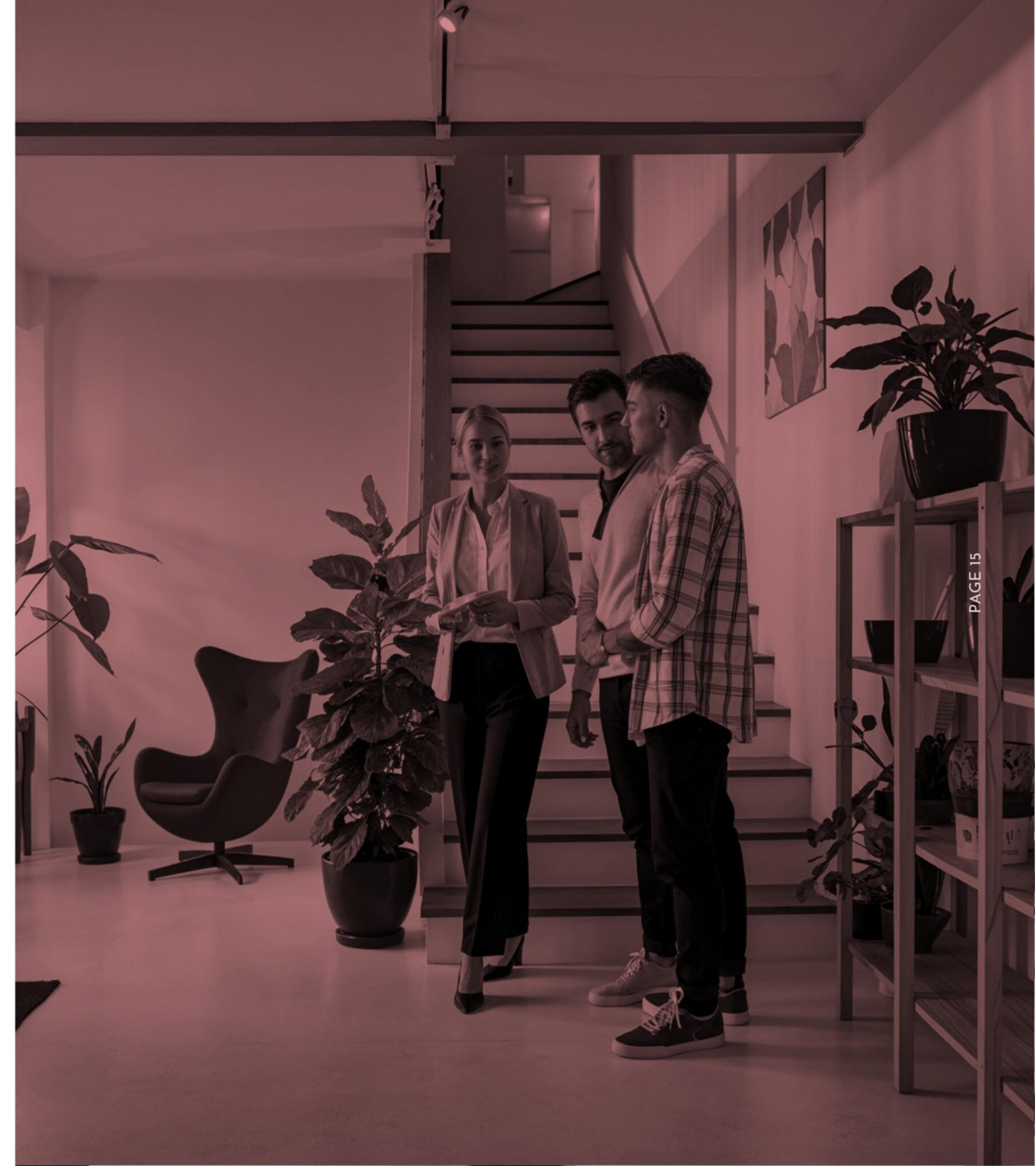
We offer **comprehensive advice when purchasing a home or property**. We guide and advise throughout every step of the buying process; offering properties that match the buyer's search criteria, securing the best offer, negotiation, mortgage financing through our financial partners, mediation with the seller, document management, renovation and home improvement services, and post-sale support.

SERVICES FOR SELLERS

Advisory on asset management, tax calculation, associated sale expenses (capital gains tax), property marketing, content creation, marketing strategy, lead generation, procedures, inheritances, negotiation with the buyer and co-owners, home improvement or renovation services for sale preparation, and post-sale services.

SERVICES REAL ESTATE TRANSACTIONS

04



SERVICES FOR TENANTS

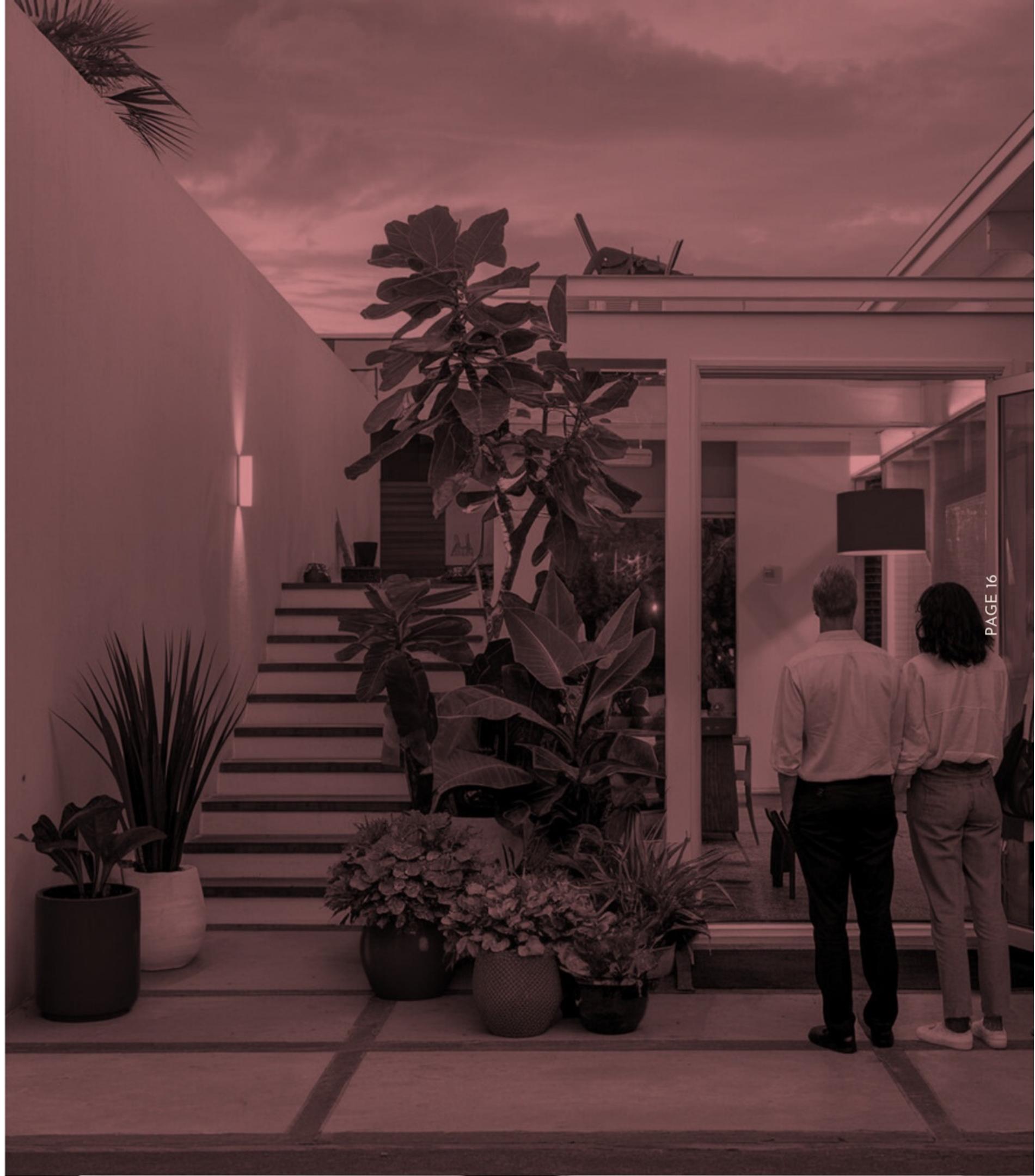
Wide range of properties: homes, land, commercial spaces, parking spaces, warehouses...; financial solvency checks, property selection, visit management, and advisory services.

SERVICES FOR LANDLORDS

Real estate **services for property marketing**, client and lead acquisition, rental contracts drafting, property management advisory, property viewings, profile filtering (upon client request), visit management, solvency checks, and offering insurance for rent, damages, or squatting.

SERVICES PROPERTY RENTALS

04



SERVICES

REAL ESTATE

04

The quality of these services is maximized through data analysis: financial studies, market analysis, purchase value estimations, and the advantages offered by **Big Data** tools specific to the real estate sector to provide full assurance to our clients.



Our Strength in Urban Transformation

We have a **construction and renovation branch** that we **offer to our clients**. Additionally, we are highly committed to **urban reorganization**, specifically in the conversion of commercial spaces into housing (**PlanAccesa**), increasing the housing stock in residential areas after the decline of many local businesses due to new large malls, online shopping, and the changing habits and needs of society.

5



ISSUE

ACCESSIBILITY

Many elderly people or those with mobility issues are **confined to their homes**, facing movement and access limitations in buildings where it is not possible to install elevators or adapt common areas to improve accessibility.

PLAN ACCESA & "NOT ONE MORE STEP"

We facilitate the **sale of the old home and the purchase of a new one** that addresses each client's accessibility issues.

We **customize homes** to meet different types of disability challenges through Plan Accesa, where we provide a team of architects and builders at the client's service.

In our developments, we **build custom homes for clients**, thanks to our adaptation projects that provide solutions to the difficulties faced by clients with any type of special needs.

SOLUTION

05

Services in the Digital Era

Real estate services have evolved significantly, transforming the way buyers, sellers, and agents interact in the market. Advanced technologies, such as **Big Data**, **artificial intelligence**, and **virtual reality platforms**, have revolutionized the sector, enabling more efficient and personalized management.

Nowadays, real estate agencies offer services that go beyond simple intermediation. From accurate property appraisals using predictive algorithms to online promotion on specialized portals and social media, **digital marketing** plays a crucial role in the visibility and appeal of properties.

1

MARKET ANALYSIS



2

BIG DATA



3

DIGITAL MARKETING



06 Services in the Digital Era

Virtual visits and 3D tours allow buyers to explore properties from anywhere in the world, enabling informed decisions and reducing the time to close transactions. Digital management tools also optimize **administrative processes**, ensuring secure and transparent transactions.

Our agency combines traditional expertise with the latest technological innovations, offering a comprehensive service that meets the demands of today's market.

We are committed to accompanying our clients every step of the way, **providing digital solutions that streamline and ease the real estate experience**.

4

ARTIFICIAL INTELLIGENCE



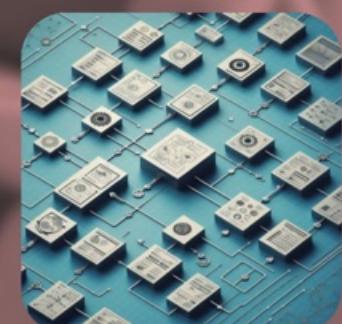
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VIRTUAL ENVIRONMENTS



6

PROCESS TRACEABILITY



Consuelo Priego
★★★★★
Todo genial!! Trate con Cristina, Carlos y Alejandro y son super atentos y amables. Un placer!!!!😊

Alejandro Gomez
★★★★★
Gracias Sergio por encontrar la vivienda perfecta para nosotros. Siempre atento y buscando lo mejor para nosotros. El mejor sin duda!

Elisa Gómez
★★★★★
Compré un piso con Alberto y las gestiones han sido rápidas y precisas. Todo muy claro. Trato muy amable y ha salido todo a la perfección.

Teresa Galisteo
★★★★★
Magnífico trato, Alberto un profesional, muy contentos con ellos.. buena experiencia.

Sergio Romero
★★★★★
Grandísima atención y trato recibido por esta Inmobiliaria, sobre todo por Carlos Ocaña, quien ha llevado la operación de la compra de nuestra casa. Desde el primer día un trato exquisito y una comunicación diaria con nosotros. Gracias por todo, así ha sido todo mucho más fácil!

juan
★★★★★
Buen trato y facilidades por parte del equipo. Fui atendido por Carlos, que siempre tuvo tiempo para todo lo que necesité, y Alejandro en el tema económico siempre me ayudó a pesar de la inexperiencia. Un saludo

Betsy
★★★★★
Un excelente personal, capacitado, con la disposición de ayudarte a conseguir tu hogar, . Los recomiendo!

María González
★★★★★
Excelentes profesionales. Sergio me ayudó en todo momento con las dudas que tenía sobre los trámites. Totalmente recomendable

Gema Jurado
★★★★★
La mejor comercial que me he encontrado hasta ahora. Máxima implicación de principio a final.

Tristán Pedraza
★★★★★
Muchas gracias a tu casa Córdoba y en especial a Fran Morales por su profesionalidad

Santi Duran
★★★★★
Para mi ha sido una oportunidad de conseguir mi casa ideal, aunque al principio hubo unos pocos contratiempos, pero la profesionalidad con la que nos trató Manuel (Lolo para los amigos, como él nos dijo) que nos ayudó y nos acompañó hasta el último momento. Tucasacórdoba Fatima es altamente recomendable les doy un 11.



Inmobiliaria Ciudad Jardín Tucasacórdoba [↗](#)

Camino de los Sastres, 32, 14004 Córdoba

Miguel Ramos
★★★★★

Nuestra experiencia con el comercial Jesús ha sido inmejorable. Súper atento desde primera hora a nuestras necesidades, lo que queríamos más o menos en relación a un hogar, ya que era nuestra primera vivienda y somos un matrimonio joven. Resolvió todas nuestras dudas, nos aconsejó y en todo lo que pudo hacer para ayudarnos incluso con la mudanza (ya que no éramos de Córdoba y todo era nuevo para nosotros). La verdad que estamos gratamente agradecidos por él. Recomendamos a Jesús para que sea tu comercial para tú futura casa! Que Dios os bendiga!



ESG

08

The importance of adopting a **sustainable approach** extends to all sectors. Businesses, people, and the planet represent **three interconnected and essential dimensions for the communities of the future**.

Fully convinced that every action we take has the power to **transform the environment and people's lives**, we have chosen to work daily on a **win-win** business model where we place our stakeholders at the center of our strategies.

Therefore, we are especially proud that our company consistently incorporates a genuine **concern for the environment and society into its strategy and decision-making processes**.

Our daily work is oriented towards responsible service, sustainable management of our processes, **ethical management**, digitalization, and a focus on people, as detailed in our **2030 Strategic Sustainability Plan**.

At Tucasacórdoba, we have embraced the commitment to move towards sustainable regeneration as an essential step beyond sustainability. This approach is not limited to minimizing the environmental and social impact of our activities, but aims to restore and revitalize the ecosystems and communities in which we operate. Our vision is not only to avoid harm but to create a positive impact that contributes to the recovery of the natural environment and helps mitigate social challenges.

Sustainable regeneration involves integrating responsible practices and criteria that promote biodiversity and planetary health into our operational processes. We focus on projects that are not only sustainable but also have a restorative effect, helping to improve degraded areas and create more resilient and healthier spaces for people. This commitment, which also extends to our relationship with local communities, seeks to guarantee real estate development that responds to their needs and improves their quality of life.



ASSOCIATES

Tucasacórdoba, in its mission to act as a catalyst for change in our society, builds relationships and collaborates as an associate with the main business organizations in Córdoba and the leading real estate associations in Spain.

Real Estate Associations

Since 2018, we have been part of **Asaicor**, the local association of real estate agencies. This partnership strengthens us by expanding the property offerings through the Shared Exclusives system with other agencies in the region.

Unexia Andalucía is the association of real estate agencies in Andalusia, coordinating our activities in the region and offering its ethical code, which all affiliates are required to comply with.

FAI, the Federation of Real Estate Associations, is the organization that brings together all associations in Spain, subject to its strict criteria for real estate protocols and management.

Business Associations

CECO Córdoba: the Confederation of Business Owners of Córdoba, which brings together the most significant companies in the region.

AJE Córdoba: the Association of Young Entrepreneurs of Córdoba. We are active members in the development and collaboration on projects driven by the association, contributing initiatives and resources to promote entrepreneurship in Córdoba.





SOCIAL NETWORK

We build a **support and collaboration network** with public and private entities to **bring together social action and coordinate activities** that **promote culture**, sports, social awareness, support for people with special needs, respect for the environment, or reward individual and collective behaviors that benefit society with a local impact. These agreements offer advantageous discounts on real estate fees for workers, associates, or members.

Network of Partner Companies and Entities:

- **SADECO:** Municipal Sanitation Company of Córdoba
- **Pastelerías Roldán:** Pastry chain
- **Cota Cero:** National Association for People with Disabilities
- **Horeca:** Association of Hoteliers of Córdoba
- **Fundación Don Bosco**
- **Educanatura**
- **SUP:** Unified Police Union
- **Asociación San Rafael Alzheimer Córdoba:** Residence and programs for people affected by this disease
- **Asociación TDAH Córdoba**
- **COVAP:** the largest Livestock Cooperative in Spain

JOINT PROJECTS

Proyecto Libera: litter collection in natural environments. Awareness-raising.

Blood Drive: Collaboration with Donantes Córdoba and the Andalusian Health Service's Center for Blood, Tissue, and Cell Transfusion.

Awards:

- Most Charitable Neighbor
- Most Sustainable Neighbor
- Corporate Social Responsibility of Tucasacórdoba Real Estate



LIBERA PROJECT

Participatory activity to clean natural spaces, raise awareness, and collaborating with the network of partners.



BLOOD DRIVE

Collaboration in promoting the donation calendar from the transfusion center and organizing blood drives at our offices.



SOCIAL ACTION

Sustainability and Social Action activities with both internal and external dimensions. Awareness initiatives and implementation of sustainable processes.

RECOGNITIONS

& MOST RELEVANT AWARDS

2020

FINALISTS FOR THE FOTOCASA AWARDS IN THE
CATEGORY OF "BEST BUSINESS MODEL", SPAIN

2021

INMOSOLIDARIOS AWARD 2021 FOR "NOT ONE
MORE STEP" AT INMOCIÓNATE21, SPAIN

2022

FINALISTS FOR THE MARKETING AWARD AT
INMOCIÓNATE22, SPAIN

2023

FINALISTS FOR INMOSOLIDARIOS AWARD 2023
AT INMOCIÓNATE23, SPAIN

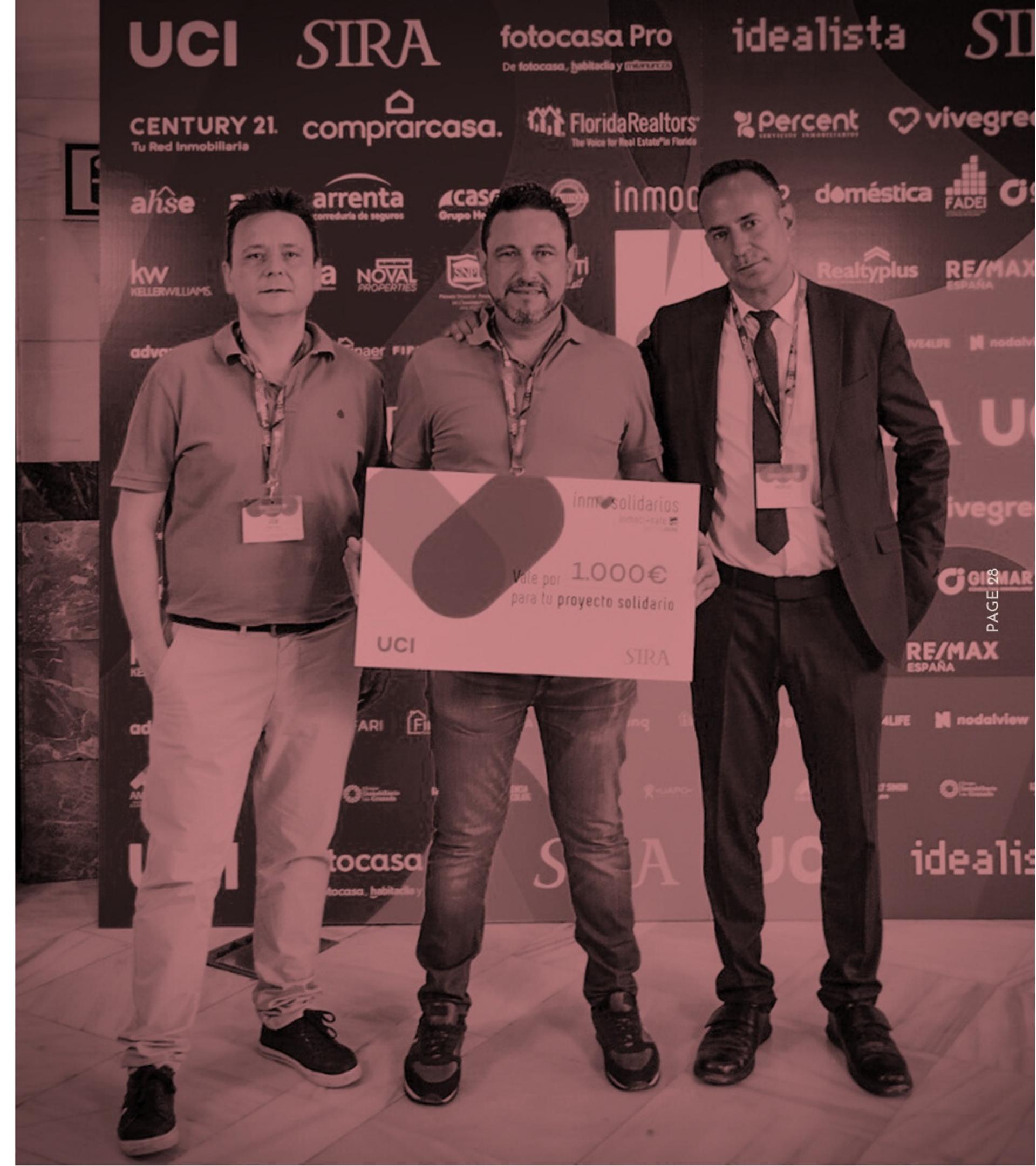
UCI

SIRA

fotocasa Pro
De fotocasa, habitadía y idealista

idealista

SI





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TUCASACÓRDOBA

REAL ESTATE

Thank you for
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