

LIFESTYLE

Marbella, a safe and sought-after haven, come rain or shine

P2-3



TRENDS

Estepona. What makes an area so attractive for property developers?

P14



DIGITALISATION

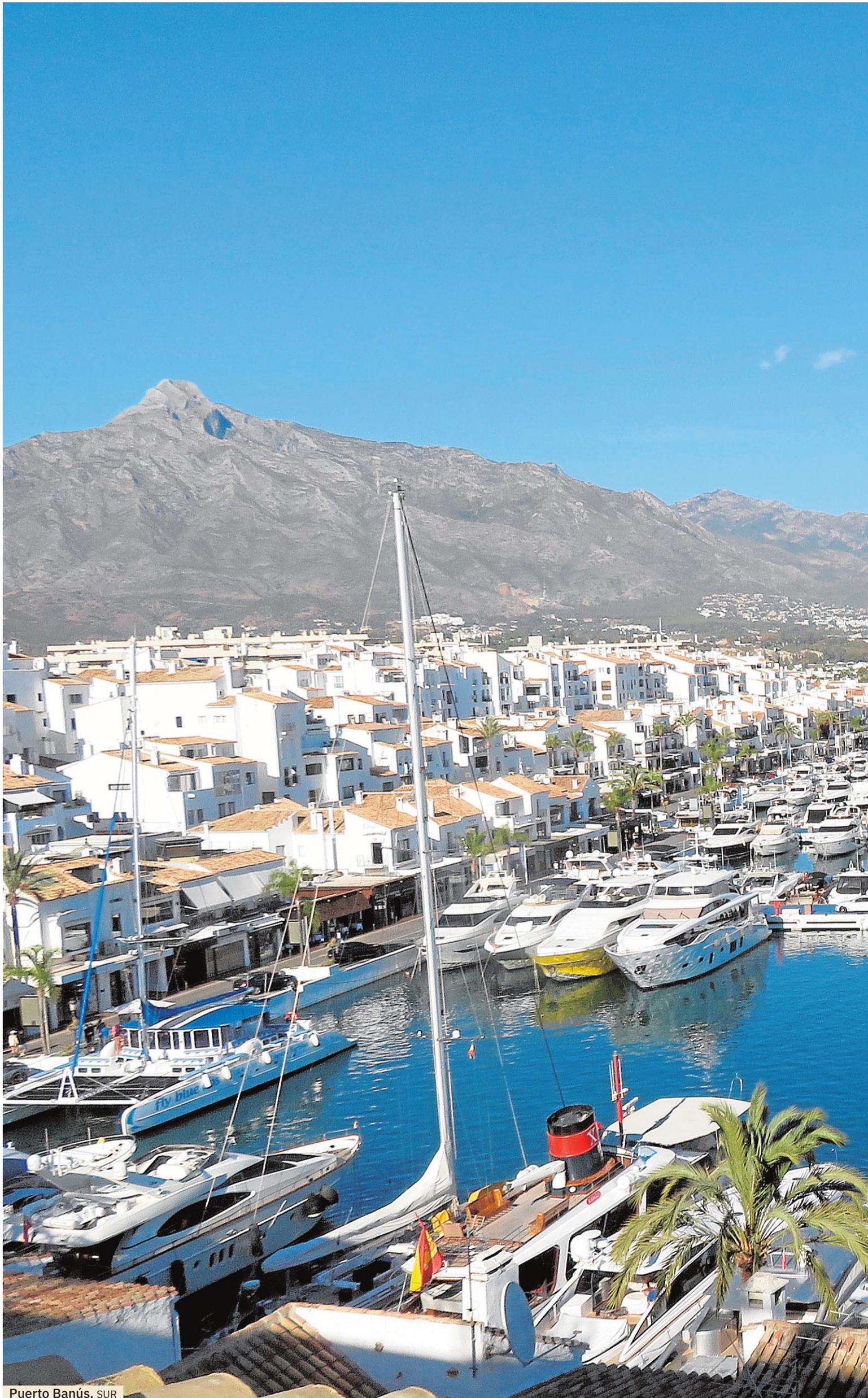
Estate agents at the forefront of technological innovation P16

Special supplement

REAL ESTATE

February 2021





Puerto Banús. SUR

PREMIUM. Marbella

MARBELLA

SUR. Despite the effect that the Covid-19 crisis is having on the economy, there are sectors where the impact is much more limited. One of these is undoubtedly high-end housing, which continues to attract much interest from buyers.

As Juan-Galo Macià, CEO of Engel & Völkers for Spain, Portugal and Andorra says, in premium areas such as the Costa del Sol, the Balearic Islands and the Mediterranean coast, investor interest remains strong due to the aforementioned high concentration of demand.

On the Malaga coastline, the golden triangle comprising Marbella, Estepona and Benahavís, continues to house the most sought-after residential complexes.

However it is Marbella that boasts the largest number of buyers and investors, thanks to the strength of its brand, which has regained its original lustre in recent years.

Experts in the sector confirm that this segment has not seen a drop in sales or interest in recent months. This statement is reflected in data from Marbella council, which reveals that the real estate sector "is stable and even growing", as confirmed by "the increase in revenue so far this year and the increase of almost 13% in revenue forecasts for 2021 for the Construction, Installations and Works Tax (ICIO)," as stated by the council in the fourth quarter of last year.

Generally speaking, the demand corresponds to medium-high-level housing and a profile of both Spanish and European buyers who are looking for a second home, with the aim of moving to Marbella to live here for a good part of the year and to continue with their professional activity by working remotely from their Costa del Sol homes.

Nor has the nationality of buyers changed much, with the majority of buyers continuing to come from European countries, with a predominance from the UK, Belgium, the Netherlands and Scandinavia. This is complemented by national buyers, and those from the Middle East and the United States.

The most sought-after homes nowadays cater for the 'new normal', with areas for remote working and enjoying the open air with ter-

Marbella's low population density, with buildings of fewer storeys, more green spaces and a lifestyle that combines leisure, wellbeing and nature, make it the ideal place to enjoy both a first and second home

has a high-quality real estate offer to match its location, services and natural surroundings

Living in Marbella, a safe bet for the most discerning buyers



House on the Golden Mile. SUR

aces, solariums and gardens.

Marbella's low population density, with buildings of fewer storeys, more green spaces and a lifestyle that combines leisure, wellbeing and nature, make it the ideal place to enjoy both a first and second home.

This is why the town has projects from the main national and international construction companies and property developers, from Sierra Blanca Estates to Neinor Homes, Gilmar or AEDAS Homes, among others.

Nueva Andalucía

One of the booming residential zones in Marbella is undoubtedly Nueva Andalucía. Located between Puerto Banús and San Pedro Alcántara, the area is home to both medium-high-end apartments and the most sought-after premium houses and apartments.

The growth of Nueva Andalucía, which stretches from the Golden Mile to San Pedro Alcántara and south to Puerto Banús, is due to its position within a demanding and



Golf club in Marbella. SUR

“Marbella today offers the highest quality finishes, technology and design. The demand is for all types of homes: apartments, townhouses and villas”

exclusive sector. The area also has a large number of golf courses and golf clubs, highly valued by foreign visitors and investors. It also has numerous services, shops, international schools, leisure areas and natural spaces, halfway between the beach and the mountains.

As far as the buildings are concerned, it combines traditional Andalusian-style villas with more modernist-style constructions adapted to the tastes of their residents.

The main buyers of these properties, according to real estate professionals in the area, are middle-aged couples, between 35 and 55 years old, with children.

In terms of prices, apartments start at over 200,000 euros and can easily reach 600,000 or even 1.5 million euros.

This is precisely the average price of houses, whether semi-detached or terraced, where practically all new construction is top of the range. The most common prices range from one million to three million euros. Exclusive detached luxury villas are not included in this price range.

“Marbella today offers the highest quality finishes, technology and design. The demand is for all types of homes: flats, townhouses and villas,” Christopher Clover, manager and director of Panorama, told this newspaper a few months ago.

“In 2020, due to the pandemic situation and the resulting restrictions, home and personal space became more important than ever and we saw an increase of more than 250% in enquiries,” explains Engel & Völkers. In fact, according to the company's data, 80% of new developments are sold before completion.



The benefits of living in Marbella

As well as being an established tourist destination, thousands choose Marbella as a place to live. It is therefore not surprising that this town on the Costa del Sol has become one of the main focuses for foreigners looking for a second home in the country thanks to its countless attractions.

Climate and natural spaces: Marbella enjoys a privileged environment that combines everything from natural beaches to mountain ranges. All this with an average temperature of 18°C, perfect for year-round living. The combination of all these natural conditions favours the growth of the most varied flora and fauna, as well as the right conditions for a variety of outdoor activities, from sports such as horse riding or golf, to hiking or adventures in different areas.

Quality of education: The town has private schools of great prestige. Many of these schools offer international curriculums and have alliances with institutions in other countries, from the United Kingdom to Germany and the United States.

Communication: Marbella has a road network that links all the different residential complexes and towns in the area. It is also well-connected to other points of interest such as Estepona, Gibraltar, Algeciras and Malaga. Marbella has a port with transport and leisure facilities and local and regional bus connections. **Culture and leisure:** One of the characteristics of the town is the wide range of cultural and leisure activities on offer. From museums, to art, events or renowned summer music festivals such as Starlite, all combined with traditional dates on the municipality's calendar, such as annual galas, craft festivals or fairs.



The Edge. Kronos Homes

QUALITY. The real estate developer has projects in strategic locations such as Estepona, Mijas and Rincón de la Victoria, which stand out for their excellence and sustainability

Kronos Homes, homes of pure design, quality and comfort on the Malaga coast

MALAGA

SUR. The situation caused by the health crisis has changed the day-to-day lives and priorities of a large number of people. This has led to another way of relating to others and a different approach to working and even to living, aspects which have had a direct impact on housing. Time spent at home has led people to have a greater appreciation of the details of their homes and the possibilities for wellbeing they offer.

This is why, when choosing a new home, whether as a first or second residence, outdoor spaces, with balconies, terraces or gardens, as well as communal areas, are particularly valued. Added to this is, of course, a greater interest in interiors with potential, spaciousness and which can be adapted to the realities of each family.

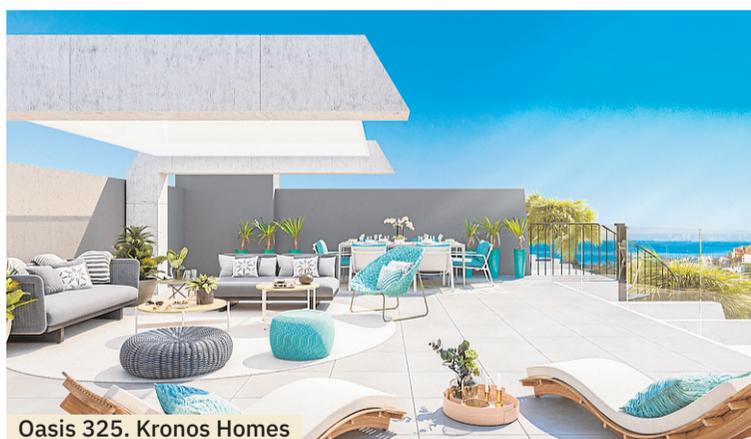
Not surprisingly, real estate portals such as Deplace have experienced a 30% growth in searches for

Kronos Homes is a benchmark in the sector when it comes to projects in which attention to detail and care for communal spaces stand out

single-family homes, for homes of more than 80 m² and for homes with outdoor areas, gardens or terraces.

Kronos Homes is a benchmark in the sector when it comes to projects in which attention to design and care for communal spaces stand out.

This real estate developer, part of the Kronos Group, has reinvented the residential segment by enhanc-



Oasis 325. Kronos Homes

ing character, function and originality through three pillars: architecture, sustainability and responsible urban planning. Kronos Homes' philosophy, based on a sustainable, architecturally different and responsible vision, makes its projects less vulnerable to the impact of the crisis.

Similarly, many of Kronos Homes'

projects are BREEAM-certified, a distinction that testifies to the sustainability of the project. This certificate guarantees their green profitability, as these homes can generate energy savings of between 50% and 70%, and water consumption can be reduced by up to 40%.

Kronos Homes is currently developing a total of seven projects in

Malaga province spread between Estepona, Mijas, Fuengirola, Torremolinos and Rincón de la Victoria.

A focus on the coast of Malaga based, as the company states, on its outstanding weather and its strategic position as a province in constant development.

Estepona

Estepona has become a benchmark for wellbeing and quality of life in the province. The town, known as the 'garden of the Costa del Sol', offers a unique enclave, a wide range of services and new developments adapted to each individual's needs.

One of these singular developments is The Edge, an exclusive residential complex in which the prestigious architect Rafael de La-Hoz has managed to remove the boundaries between the sea and the complex. As Kronos Homes explains, the properties and the villas adapt to the organic shapes of the Medi-

terranean surroundings with pedestrian areas and buildings structured around a garden the edges of which meld with the sand of the beach.

It is therefore not surprising that The Edge has been acknowledged as Best Architecture Multiple Residence at the European Property Awards, one of the most prestigious awards in the real estate sector.

Estepona is also the location of Oasis 325, an avant-garde residential complex with exclusive 2- and 3-bedroom homes by the prestigious Estudio A-cero.

The name of this privileged project by Kronos Homes refers to the number of days of sunshine per year the town of Estepona enjoys. These climatic conditions are a perfect match for the complex's striking architecture, an oasis of exclusivity with water at its heart.

These homes have been conceived to enjoy the Mediterranean lifestyle. South-facing, with spacious terraces and nature integrated into the architecture, all complemented by a central swimming pool designed like a natural lake and sheltered by the buildings.

Moreover, the complex is strategically located between Estepona and Marbella, with an elevated position that provides unbeatable views of the Mediterranean coast.

Mijas

Split between the mountains and the coast, Mijas is undoubtedly one of the most attractive municipalities in Malaga. Declared a Historic-Artistic Site, its unbeatable location, close to other places of interest such as Marbella and the provincial capital city, and an extraordinary range of services make it an idyllic place to live.

Not surprisingly, this is the leitmotiv of Eden, an innovative residential complex designed by the prestigious Estudio Morph.

The complex has 3- and 4-bedroom semi-detached and terraced houses, integrated in a layout designed to adapt impeccably to its attractive surroundings. The spectacular location has led to the unique character of this development, equipped with the most exclusive services and built with specifications in keeping with its design. Furthermore, this Kronos Homes project stands out for its commitment to the environment and to sustainability.

Mijas Costa meanwhile is the location of the Ipanema residential complex, a project inspired by Brazilian warmth and living, consisting of 2- and 3-bedroom homes and penthouses.

Designed by architects Gonzalez & Jacobson, its design has water and vegetation as the central axis with homes with views of the sea, the mountains and the golf course from their large terraces that allow the Mediterranean light to enter all the rooms. The project also incorporates a swimming pool with beach, an indoor pool, gym and spa.



Panorámica. Kronos Homes

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Eden by Kronos Homes. Kronos Homes



Ipanema by Kronos Homes. Kronos Homes

Fuengirola and Torremolinos

The most emblematic towns on the Malaga coast, Fuengirola and Torremolinos, are the perfect setting for another two of Kronos Homes' key projects.

The first is Panorámica, the Mediterranean in its purest form. Located on a hillside facing the coast, this

residential complex designed by HCP Arquitectos offers 2- and 3-bedroom homes. Their spacious terraces and large glass enclosures enable residents to enjoy one of the best views of the Fuengirola coast.

Exclusive surroundings where the quality of the complex and the excellent communal areas are of particular note. The location is perfect to enjoy the seaside, and is just 12

minutes from the town centre with all its facilities and services.

Torremolinos Homes also enjoys privileged views thanks to its key location on a promontory with unique views of the city and Bajondillo beach. A project with excellent aesthetics and technical details in an unbeatable position, with all the services and direct access to the main roads.

For those who prefer the Eastern end of the Malaga coast, Bali is the perfect choice. Located in the Rincón de la Victoria area and surrounded by huge mountains, this project by Kronos Homes consists of multi-family housing with 2 and 3 bedrooms and great sea views from the terraces.

The complex, designed by Malaga architect's studio Maiz y Díaz, combines nature and architecture in a project inspired by the peace and privacy of the Indonesian islands.

In this manner, both its avant-garde properties and its comprehensive communal areas are distributed to integrate into the surroundings.

Other developments on the Andalusian coast

As well as the aforementioned developments in Malaga province, Kronos Homes has other interesting projects on the Andalusian coast such as La Finca By Kronos Homes, in the privileged Cadiz town of Sotogrande.

This residential complex designed by Rafael de La-Hoz is located on a hill facing the sea. Luxury homes with 3, 4 and 5 bedrooms, surrounded by gardens and beside the La Cañada Golf Course. The project is developed in various phases: La Finca, ready to move into; and La Finca Signature Collection, a new and exclusive selection of terraced houses and a spectacular villa right beside the golf course.

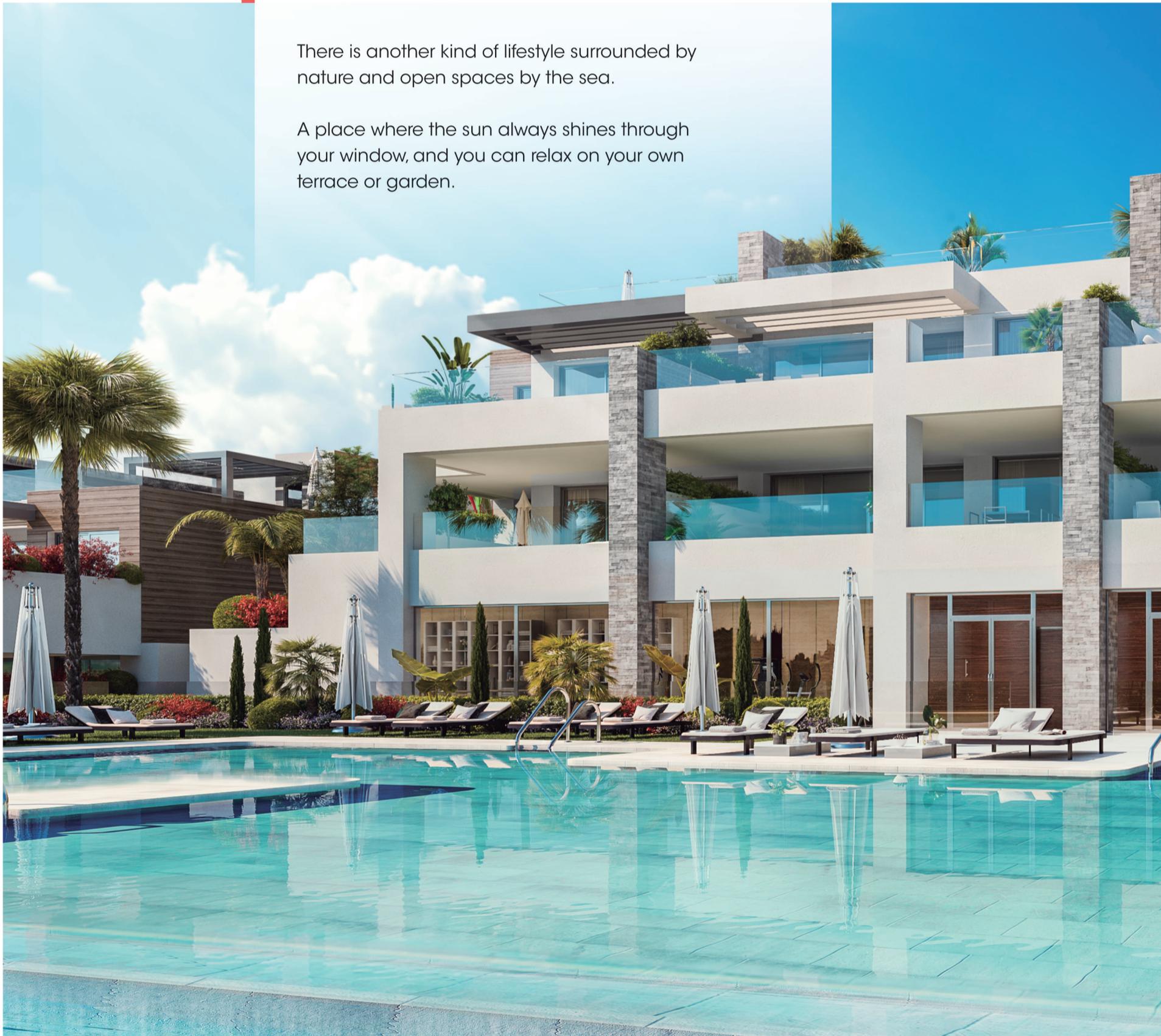
A unique project on one of the most exclusive residential complexes in the world, especially conceived to enjoy the natural beauty of the surroundings and an endless list of services in a family-friendly, discreet and safe atmosphere.



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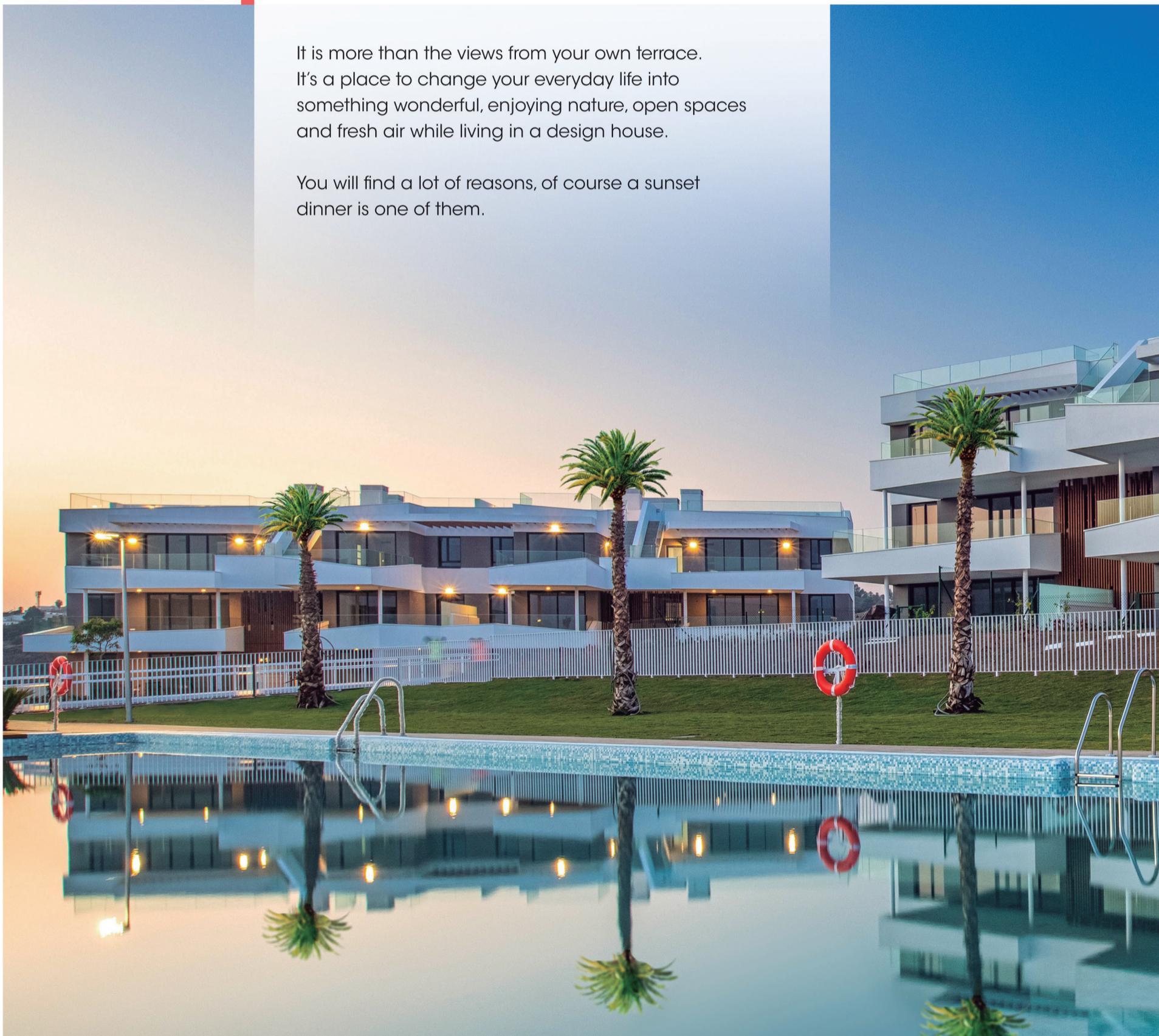




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As well as always opting for energy-efficient appliances, preferably in the A+++ category, a good way to improve the sustainability of the home is to opt for 'smart' appliances that have the collaboration of home automation

ing every single function in the home, it's possible to create smart, efficient and connected homes, making the most of their capacity and not only saving energy, but even generating it.

Green certifications

In addition to the above, there are currently different certifications that guarantee the healthiness and efficiency of buildings, such as the BREEAM® seal (Building Research Establishment Environmental Assessment Methodology), the world's leading method for assessing the sustainability of buildings.

This certificate examines 49 building requirements in 10 categories (Energy, Water, Materials, Health and Well-being, Transport, Waste, Ecological Land Use, Pollution, Management, Innovation) and promotes healthy, efficient and environmentally-friendly housing.

Another very important standard is Passivhaus, a model based on construction of buildings with high thermal insulation, rigorous control of infiltration and maximum indoor air quality, as well as taking advantage of the sun's energy for better climate control, reducing energy consumption by around 70 per cent compared to conventional buildings.

This concept does not imply the use of a specific type of product, material or architectural style but the optimisation of existing resources through passive techniques, such as a good form factor, reducing the surface in contact with the outside to reduce climate control needs, correct orientation of the windows to take advantage of the sun's heat when they're closed and natural ventilation when they're open, or solar protection to prevent overheating in the summer, etc.

In this way, by combining passive and active techniques, the property will guarantee compliance with the requirements of hygrothermal comfort, health, lighting and habitability of the home, as well as being respectful of the environment in which it is located.

SUSTAINABILITY. Homes are a reflection of the characters of those who live in them, so the commitment to sustainability of our housing stock is a guarantee for society as a whole

Tomorrow's homes are going green

MALAGA

SUR. For more and more people, commitment to the environment and a healthier way of life has gone from being a choice to becoming a necessity.

This revolution affects everything from food to cosmetics, to mobility and, of course, the home.

We must remember that houses are to a large extent a reflection of the personality of the person who lives in them, where most of the consumption - especially of water and energy - occurs, and where most waste is generated.

According to studies, up to 8 per cent of the gases emitted in cities come from buildings and the residential sector, a considerable figure that can, however, be reduced by investing in strategic elements that save energy and money.

Proof of this is that even with the restrictions caused by the health crisis, last year CasaDecor showed its commitment to sustainability. Not in vain, the most important interior design event in Spain, which

acts as an ideas laboratory from which many of the trends of the moment emerge, chose as an aim of the edition to minimise environmental impact, something that, they emphasise, is in no way incompatible with harmony or functionality.

Smart systems

As well as always opting for energy-efficient appliances, preferably in the A+++ category, a good way to improve the sustainability of the home is to opt for 'smart' appliances that have the collaboration of home automation. Fridges with 'holiday' and 'eco' modes that regulate energy consumption according to use, or that warn of expiry dates so that food is not wasted; washing machines that work at the cheapest time of day and that dose the detergent with an automatic programme selection according to the dirtiness of the clothes; or pyrolytic ovens, and taps that control



consumption.

In addition to the appliances themselves, there are also smart sockets which, by plugging in any household appliance, can be automated with a voice command or by clicking on a mobile application.

In the same way, the latest generation of thermostats make spaces more efficient as well as more pleasant, adapting to the conditions depending on the temperature, the weather forecast and the number of people in the room.

This avant-garde and efficient automation is also present in lighting, with lights that can be switched on or programmed from a mobile phone and regulated according to the environmental conditions at any given moment, among other options.

These solutions, in addition to making our lives more comfortable, allow us to better manage the electricity and energy we use at home. In addition, by monitor-

And while in any case the initial investment is more than paid back over the property's lifespan, these homes don't necessarily imply a higher cost.

Sustainable materials

With the aim of improving sustainability at source, the green philosophy for buildings is committed to materials that leave a limited footprint on the planet. In the case of paints, for example, there is a new generation of products made with low-emission aqueous components.

Ecological paints are also available on the market, free of VOCs (Volatile Organic Compounds), invisible particles that release gases that are harmful to health and the environment. One of these products is Smart Antirradiations, a paint with high electrical conductivity that, after application, achieves a shielding effect that reduces electrical fields and electromagnetic waves by up to 99 percent, protecting any space from contamination caused by radiation such as telephone signals, 4G, WIFI, etc.

For indoor use Smart Pure Air, with a chemical process similar to photosynthesis, absorbs light energy to deactivate harmful particles in the air, reducing pollution, odours and eliminating substances that are harmful to health.

As far as walls, floors and fin-



There are currently different certifications that guarantee the healthiness and efficiency of buildings, such as the BREEAM® seal, the world's leading method for assessing the sustainability of buildings

ishes are concerned, traditional materials such as ceramic, clay, brick or wood, which are insulating and reusable, should be used in housing. It's also important to opt for local or national products selected according to holistic criteria, from production to disposal or recycling.

With regard to fabrics, natural or organic fabrics such as cotton, linen, wool or silk are the preferred choice. These long-lasting materials have very beneficial properties for the organism, such as optimum ventilation. This provides the space with greater freshness, preventing the accumulation of dust mites and improving the temperature of the room.

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LUXURY. This unique residential complex has luxury homes, a hotel complex with Spa, Golf and Leisure facilities at the heart of the Costa del Sol

La Cala Resort, an oasis of wellbeing in an incomparable setting



La Cala Resort is a hotel and residential complex with Spa, Golf and Leisure facilities located in Mijas. La Cala Resort

MÁLAGA

SUR. Owned by the Irish company FBD Hotels and Resorts, La Cala Resort is a hotel complex with Spa, Golf and Leisure facilities located in Mijas, at the heart of the Costa del Sol, in a privileged setting between the mountains and the Mediterranean Sea, a magnificent spot that combines the peace and relaxation of the landscape with the enjoyment of the area.

The complex is situated on the slopes of the beautiful Mijas mountains with idyllic views of the spectacular Andalusian countryside. Thanks to this, it is strategically located just 20 minutes from Marbella and 30 minutes from Málaga-Costa del Sol International Airport. It has an unparalleled spread of four million square metres, within which it houses the hotel, spa and wellness area, three golf courses and sports facilities, as well as a

wide range of restaurants and bars.

In addition, this unique space, a benchmark in the sector for more than 30 years, offers the possibility of buying 2- and 3-bedroom flats and townhouses in one of the best and largest golf resorts in Spain.

An oasis with all the services

Considered one of the best golf resorts in Andalusia, it has three magnificent golf courses, the America Course, the Europa Course and the Asia Course, which offer golfers a unique and different challenge. They are perfectly integrated in a natural environment of undulating terrain with a spectacular landscape surrounded by trees and flowers of great beauty, a wide variety of native birds and wildlife. On these three courses the most



Considered one of the best golf resorts in Andalusia, it has three magnificent golf courses, the America Course, the Europa Course and the Asia Course, which offer golfers a unique and different challenge

challenging golf can be enjoyed, surrounded by the spectacular views of the Andalusian mountains.

Designed by renowned golf architect Cabell Robinson, each of

the 18 holes has been created to ensure a truly exhilarating experience.

Guests at the resort can enjoy the luxurious spa and a selection of excellent restaurants and bars, while in the Club House there is a well-stocked pro shop, and another exquisite restaurant overlooking the Asia Course. There are also other leisure facilities including a FIFA standard football pitch, running track, gymnasium, tennis and squash courts. The complex offers a good transfer service to and from both Málaga airport and the coastal towns of the Costa del Sol.

The ideal place to live

The quality of the residential complex, the natural environment and the 24-hour security make it a place to live in peace and quiet, surrounded by nature, but just an eight minute-drive from Mijas Costa and conveniently connected to the main points of interest, from Marbella, to the provincial capital city or even other cities in Andalusia.

With the aim of offering the highest standards of quality, La Cala has a collaboration agreement with Taylor Wimpey, recognised as a premium builder of investment properties in Spain. This collaboration began seven years ago with the aim of building 800 golf properties over 10 years, with an estimated total investment of 120 million euros.

The project has already completed more than 286 homes, corresponding to six different complexes that are in turn integrated into the resort. Thanks to this, each initiative has its own profile and characteristics, depending on the type of buyer, but they all share the benefits of a unique space such as La Cala Resort.

The following developments are currently for sale: Grand View (flats), Natura (townhouses), Sun Valley (flats) and the new Harmony project (flats).

Regarding the completion of these projects, Grand View has just one remaining unit available and Natura is offering a key-ready service. Sun Valley is scheduled for delivery in March this year and Harmony will be completed in summer 2022.

Although each property has its own particularities, the two-bedroom flats have a starting price of just 251,000 euros.

All the properties enjoy spectacular views of the Sierra de Mijas, the Mediterranean coast and the complex's golf courses. They are built to the highest standards, based on energy efficiency criteria, contemporary design and blend in perfectly with the other Andalu-



The quality of the residential complex, the natural environment and the 24-hour security make it a place to live in peace and quiet, surrounded by nature, but just an eight minute-drive from Mijas Costa and conveniently connected to the main points of interest

sian style properties.

The entire complex is also equipped with state-of-the-art home-security technology with the support of one of the leading security companies.

It is also possible to have a special device connected to La Cala Resort's alarm centre, meaning the resort team can assist anyone who needs them in case of emergency.

New owners who decide to purchase their property at La Cala will receive the exclusive «La Cala Privilege Card» which will give them incredible benefits, such as the chance to take part in La Cala Golf championships, obtain important discounts at all the resort's facilities and attend special events for owners that will take place at La Cala Resort throughout the year.

Over the last two years, La Cala Resort has won several awards, including the best four-star Golf Resort in Spain and the 2020 «Traveller's Choice» award from Trip Advisor.

THE GARDEN OF THE COSTA DEL SOL. The town maintains its upward trend in the real estate market with an offer based on quality of living and local attractions

Estepona, the ideal location that has won over developers and buyers

ESTEPONA

SUR. In recent years Estepona has attracted considerable interest from the real estate sector. The transformation that the town has undergone has brought it to the attention of those looking for a place to live with a high quality of life.

Its renovated old town has become one of the most beautiful in Andalucía, an asset that combines with unique attractions such as the Botanical-Orchidarium Park. These advantages, along with the town's unbeatable location between the provinces of Malaga and Cadiz, with the sea as a backdrop, have positioned Estepona as a growing area in great demand with the main developers in the sector.

Proof of this is that in 2019 the town processed 1,223 new building licences, only slightly behind the provincial capital city with 1,347 homes approved. The ranking continued with Marbella (662); Mijas (659); and Fuengirola (601).

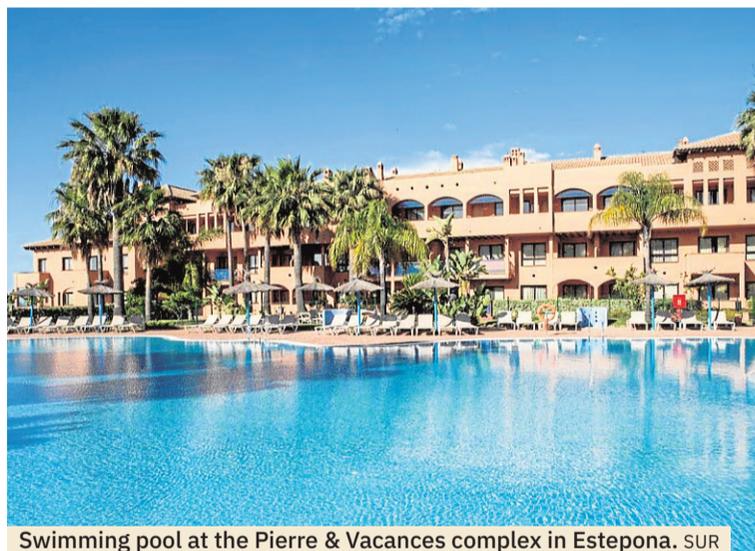
Likewise, Estepona was the second town in terms of the highest volume of finished homes (676) after Malaga city (1,425), and was followed by Mijas, where 429 homes were completed.

This boom has also affected the price of housing, which has increased by 8.2%. According to sources from the Ministry of Public Works consulted in Inmo Andalucía Real Estate's study of the Estepona property market, the average price of new-build apartments with contemporary architecture in the beachfront areas of the town last year ranged from €6,000 to €10,000/m², or around €2,500/m² for new flats in golf areas in the west of Estepona.

To the east of the town, in areas close to amenities such as the New Golden Mile, prices fluctuated between €3,000 and €3,500/m². New-build villas in the golf areas of Este-



Botanical-Orchidarium Park. SUR



Swimming pool at the Pierre & Vacances complex in Estepona. SUR



Golf course. SUR

pona cost between €3,000 and €5,000/m², mainly located in residential complexes such as Los Flamíngos Golf, El Paraíso Golf, La Alquería and Atalaya.

The study points out that the complicated situation of the PGOU (general town planning scheme) of Marbella and public investments by Estepona Town Hall have been decisive

in the town being chosen for a large number of successful real estate projects, from residential complexes to luxury apartments and villas.

Despite this, according to experts

The transformation of Estepona has brought it to the attention of those looking for a place to live with a high quality of life

such as Jesús García, real estate agent and head of the study, the consolidation of the market in the town depends on the diversification of the offer and the moderation of prices, in order for them not to hinder sales.

"If we focus on the quality and creativity of our offer and on providing good value for money, buyers from all over Europe and the world will continue to look for that special lifestyle that this area offers," the expert said.

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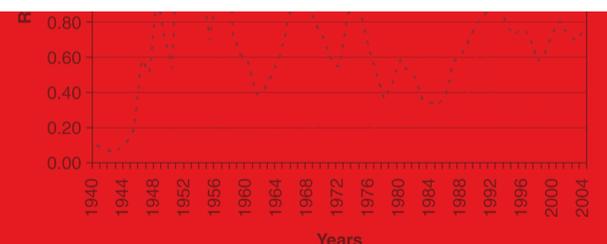
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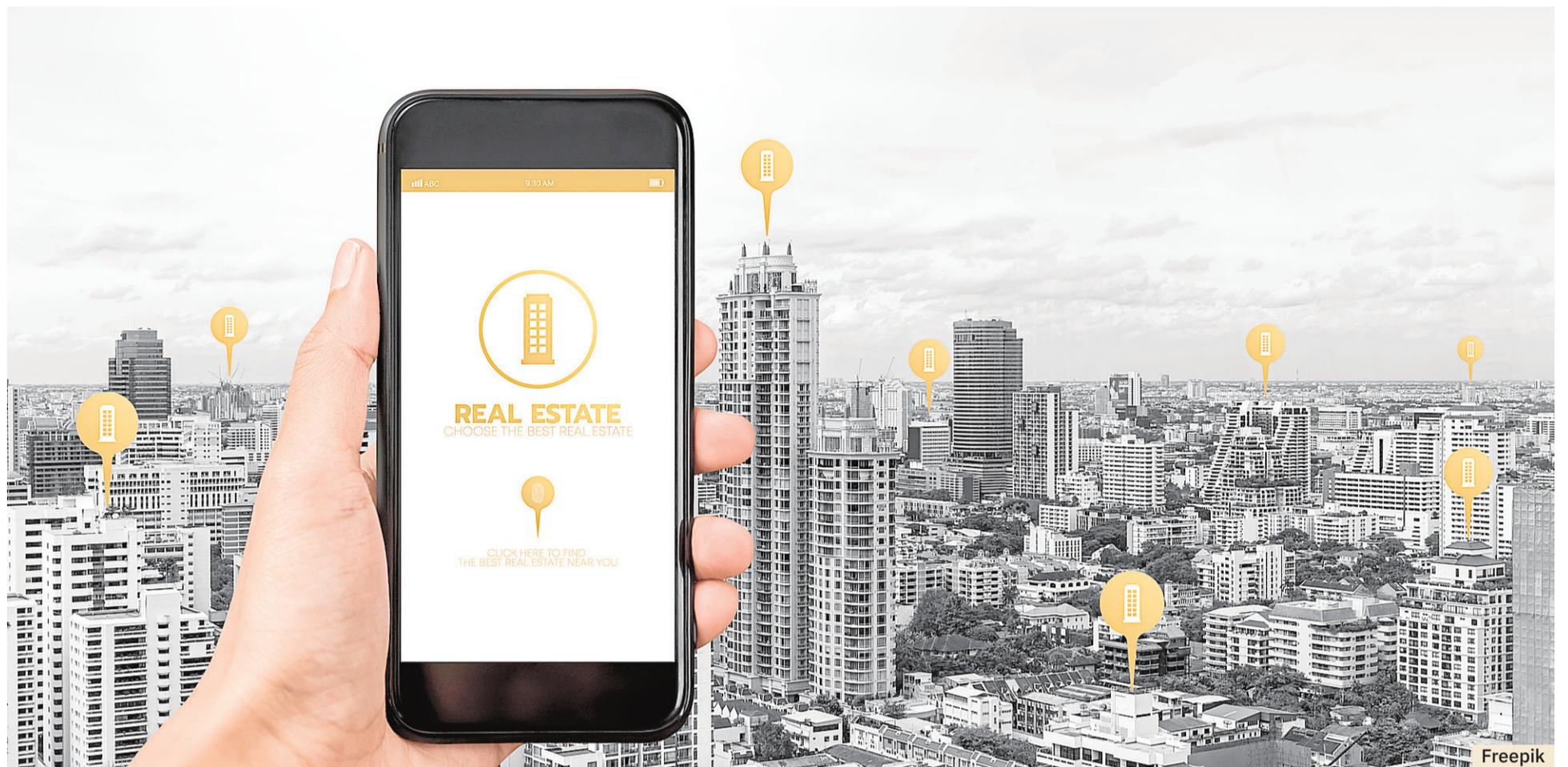
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QUALITY. Developers and agencies adapt their services to the current situation through applications and platforms that allow them to continue working virtually without losing quality

Digital transformation reshapes and saves the real estate industry

MALAGA

SUR. The real estate sector, like many other business sectors, has undergone a necessary digital transformation, largely as a result of the health crisis. While it's true that many companies in this field were already working to adapt their services to the reality of this new era and the profile of digital consumers, Covid-19 has accelerated the process in the light of the direct threat to their survival.

One of the most widely used technologies is undoubtedly the virtual tour. This has been implemented through different formats, from 3D to 360° experiences or professional video. Proof of this is that portals such as Idealista have increased the number of properties that offer these virtual tours as opposed to traditional photographs.

However, as the specialist property publication Huellas explains, not all virtual tours are the same. Some of the big firms, such as Gilmar, Idealista or Engel & Völkers, are using Matterport's 3D modelling technology, which allows for more realistic immersive experiences.

Gilmar, ahead of the trend, incorporated these technologies years ago. "We saw that the business model was

going to change and we started digitalising the company and training our staff. In 2016 we were already making 360° videos, and 'showcase 3D', and we continue to incorporate any tool that speeds up and improves the quality of the process, always thinking of the people who contact Gilmar," the company says.

Similarly, companies have taken a further step to differentiate themselves by starting to focus on interactivity between agents and clients without the need for them to be in the same room. Not surprisingly, any of the company's 350 consultants can accompany their client online, from anywhere in the world, with any device, throughout the entire sales transaction.

At the end of April, Idealista launched Videovisita, for the virtual viewing of properties in a personal-

ised way. This service facilitates communication and the exchange of information in real time, so that it's possible to view the interior of a property without having to travel physically. The special feature is that the real estate agent will be at the property, stopping wherever necessary, while the interested party will be able to see everything through a device connected to the Internet.

A similar initiative is Live Virtual Tours by Aedas Homes, which allows customers to visit homes live, connecting from their mobile phone with their sales advisor, who they will see walking through the rooms and communal areas while answering their questions.

Through the platform it is possible to create a personalised advice and sales experience for an unlimited number of developments and homes. Specifically, AEDAS Homes is already marketing around 500 homes in four developments on the Costa del Sol.

But not all the market comes from the developers themselves. The Malaga-based Avanza

Companies have taken a further step to differentiate themselves by starting to focus on interactivity between agents and clients without the need for them to be in the same room

agency has created the Havalook platform, which integrates an online sales office and a virtual show flat, aimed at marketers and developers, which offers them the possibility of a digital assisted visit by a sales consultant and in real time, and to make a reservation or even seal the deal on the spot. The aim is to replicate the traditional commercial model of the real estate sector in the digital environment, while maintaining the highest level of user experience.

Thanks to all of this, experts in the sector generally agree that the growing role of the internet and new technologies is being decisive for the sector in this pandemic. "Many important sales and purchases have been

made over the internet, and this is something we must take into account and reinforce," says Pedro Rodríguez, president of Sierra Blanca Estates.

The reinvention of events

In addition to the applications made and used by the different companies, trade fairs and events are also adapting to the extraordinary situation.

Not in vain, in its last edition, Simed (Salón Inmobiliario del Mediterráneo), the largest showcase of homes in southern Spain, made the leap to the digital sphere to enhance the experience of professional visitors, improving the profitability of their participation and providing more networking options through a personal agenda of face-to-face or virtual meetings with exhibitors and other visitors, as well as being able to access streaming to the different contents and forums.

There have also been online events such as the 'Costas de España' Virtual Real Estate Fair. At this event, held in November, the country's major developers and marketers, as well as a large number of real estate agencies, virtually presented more than 3,000 new and second-hand properties located in the Costas of the mainland, the Balearics and Canaries.



Virtual reality glasses.
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Bedrooms/dormitorios: 2 - 3

Bathrooms/baños: -

Desde/from: 228.000 €



Royal Casares | Casares

Bedrooms/dormitorios: 2 - 3

Bathrooms/baños: 2

Desde/from: 215.364 €



Hoyo 19 | Nueva Milla de Oro

Bedrooms/dormitorios: 1 - 2

Bathrooms/baños: 2

Desde/from: 275.000 €



El Campanario Hills | N. Milla de Oro

Bedrooms/dormitorios: 2 - 4

Bathrooms/baños: 2

Desde/from: 445.000 €



COSTA DEL SOL. Towns such as Benalmádena, Torremolinos, Mijas and Fuengirola continue to be the most sought after by the population both as a tourist destination and as a place to buy a property

Living on the Costa, guaranteed quality of life that goes beyond Covid or Brexit

MALAGA

SUR. When it comes to buying property, whether as a first or second home or as a rental investment, the figures show which areas are of the most interest to the population. These same figures are the ones that, for years, have positioned the Costa del Sol towns as the most popular with the public.

It is no coincidence that the province of Malaga has gained more than

76,000 inhabitants in the last decade, 98% of whom have settled in one of the 14 municipalities that make up its coastline, including Marbella, Fuengirola, Malaga city and Mijas. A large number of these new inhabitants are from abroad.

This is also the case of Benalmádena and Torremolinos, two of the most popular destinations in Malaga province, with the highest numbers of visitor stays, according

to data from the National Statistics Institute (INE).

Where Benalmádena is concerned, its beaches and leisure facilities have made it a very attractive municipality. This is reflected in the movement of its busy holiday rental market, which represents an investment opportunity with a practically guaranteed return.

For its part, Torremolinos continues to be the destination of choice

for international homebuyers, who account for more than half of this market. That is why, despite the Covid-19 health crisis, prices have remained stable over the last year, standing in October at an average of 2,301 euros per square metre, according to data from pisos.com.

Reflecting the interest of the public, the municipality of Mijas continues to attract a large number of new projects, with the most common

product being apartments of two or three bedrooms and around 100 square metres. It is therefore not surprising that the land market is reporting price increases, mainly in areas that have already been developed for years and are well established residential zones.

Similarly, to keep up with demand, Fuengirola is working to allow for construction of more homes, most of them located in the Carvajal area. The council has recently given the go-ahead in a plenary session for the detailed study of three plots in El Higuero (in the upper area of Carvajal) which will allow 300 new properties to be built in the coming years.

It should be noted that, in general, foreigners represent between 50 and 70% of the demand, mainly Germans and Brits, despite the obstacles regarding the British government's quarantine or the effects of Brexit.

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The new situation

The province of Malaga has one of the largest British communities in the country. According to INE data,



Looking down over the Costa del Sol. Shutterstock

Benalmádena and Torremolinos, two of the most popular tourist destinations in Malaga province, are ideal places to invest in holiday homes

of the more than 250,000 people of foreign origin living in the municipalities of Malaga, almost 50,000 are British. As we have already mentioned, the majority are located in towns on the Costa del Sol such as Fuengirola, Benalmádena and Mijas, as well as Estepona and Marbella.

According to statistical data, although the collective imagination draws a profile of people enjoying their retirement in the sunshine, more than half are of working age. The British ambassador to Spain, Hugh Elliott, sent a message of reassurance to these citizens a few weeks ago, together with Hana Jaloul, Secretary of State for Migration, reminding them that they are part of "the Spanish family".

In the same collaborative and



Mijas. Pixabay

conciliatory line, Partido Popular councillor in Mijas Bill Anderson, of Scottish origin, has set up a project through his website to resolve any doubts that arise, including information on taxes, buying and selling houses, and requirements or offices to carry out formalities, according to various media reports.

In view of the possible changes that this situation may generate, Margarita del Cid, CEO of Turismo Costa del Sol, a public company that is dependent on Malaga provincial council, recently announced her wish for Brexit not to put an end to the historical ties between the coast of Malaga and the United Kingdom, a stable link forged in the relationship and mutual benefit that predates even the European Union itself.



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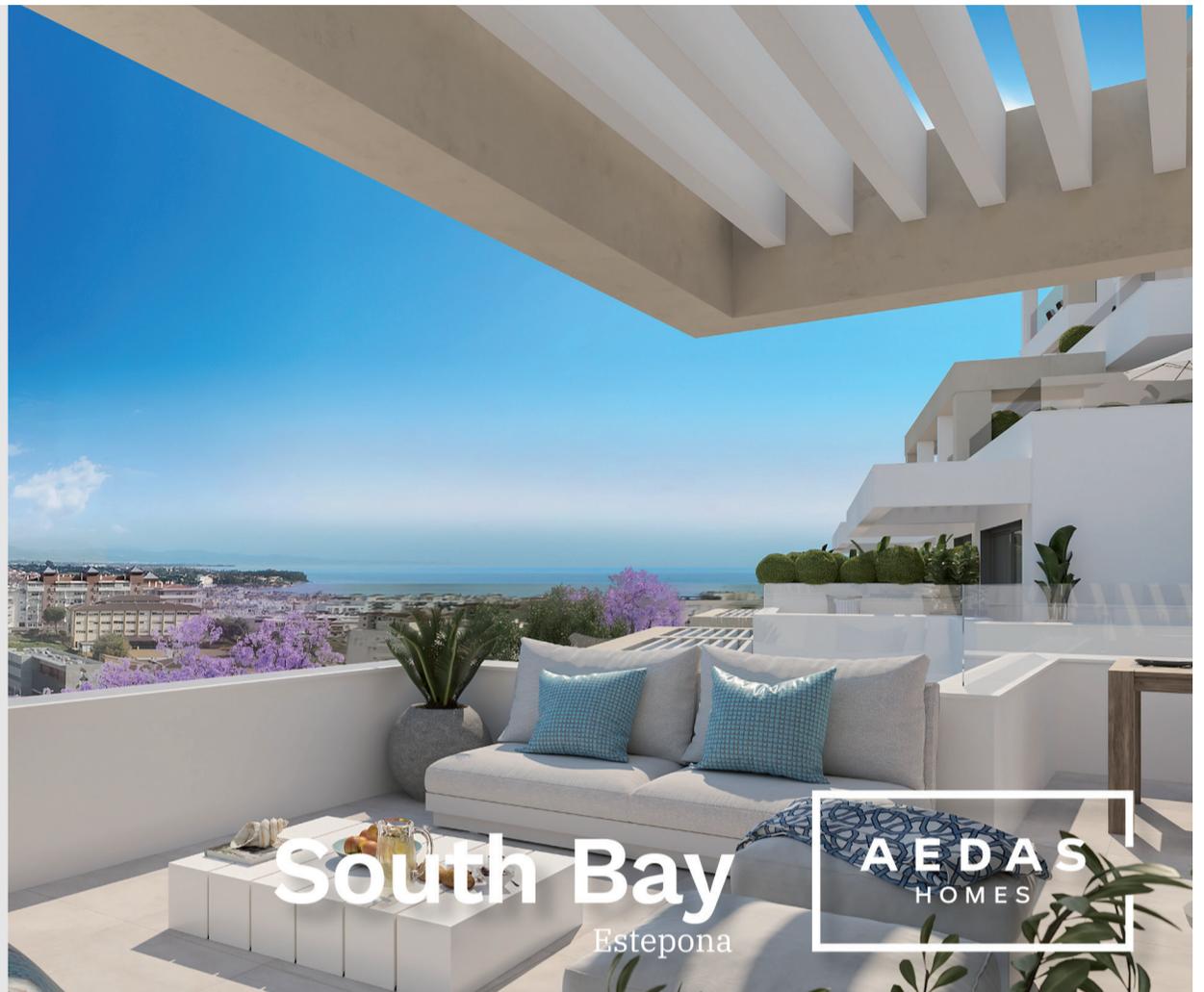
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