

# Planting Roots

Your local spring real estate update

Vol. 2  
Spring  
2021



OFFERS  
**All Smiles at the  
Offer Table**

DECOR  
**Top Home Decor  
Trends to Try**

IMPROVEMENT  
**Increase Your Home Value  
with These 10 Tweaks**

# A NOTE FROM ALFONSO LACRUZ TEAM



Alfonso Lacruz | Team Leader

## Dear current and future clients,

Spring has sprung, and the housing market is currently buzzing with activity. Whether you're planning on buying or selling a home or seeking some renovation inspiration, this issue of [my/our] seasonal local real estate update has you covered from cover to cover.

Pour yourself a refreshing beverage, grab a sunny seat, and treat yourself to some useful information like how to happily navigate a multiple-offer scenario, haute home decor trends you might want to try, and 10 low-cost projects that could make a big impact on your property value. Plus, you'll find some of [my/our] most popular local listings, client success stories, and so much more!

And as always, if you have any questions or just want to talk more about our local real estate market, [I am/we are] just a phone call away.




Keep blooming!

**ALFONSO LACRUZ**  
Real Estate in Marbella & Benahavis




**kw** MARBELLA  
KELLERWILLIAMS

# QUARTER IN REVIEW

## Marbella Market Snapshot

	Q1 2021	Q1 2020
 <b>Number of Homes Sold</b>	832	682
 <b>Yearly change in Home Sales</b>	-4,5 %	-15,0 %
 <b>Average Sale Price</b>	2.511 €/m2	2.835 €/m2

## Benahavis Market Snapshot

	Q1 2021	Q1 2020
 <b>Number of Homes Sold</b>	143	109
 <b>Yearly change in Home Sales</b>	-5.2 %	-18,2 %
 <b>Average Sale Price</b>	2.597 €/m2	2.564 €/m2



# ALL SMILES AT THE OFFER TABLE

Everything blossoms in springtime, including multiple-offer scenarios. No sooner do sellers awaken from hibernation, eager buyers begin showering them with offers. It's an exciting time to search for or sell a home, but without the proper guidance from a knowledgeable agent, things can get pretty hairy on both sides of the deal table. If you or someone you know is thinking about buying or selling a piece of property, this is how to keep your cool during the housing market's hottest season.

## NO-SWEAT SELLING

An abundance of offers sounds wonderful, right? It certainly can be, especially if you have an agent around to help you process all of the information. The key to keeping your head on straight throughout the negotiations is establishing a clear set of goals. Together, we'll decide,

GOAL #1

**What is the lowest offer you're willing to accept?**

GOAL #2

**How much time do you need to move out of the property?**

GOAL #3

**What repair requests should you address?**

GOAL #4

**Do you care if the next owner wants to make significant renovations?**

Once you've answered those questions and established a strong set of criteria, it will be easy to start weeding out the offers that don't fit your wishes. From there, the real negotiations between agents begin. But remember, it's not all about the money. Price is certainly an important part of your final decision, but there are many other factors we'll have to consider.

For example, you can't put a price on a buyer who is willing to slow down or speed up the process according to your preferences. It's also important to remember some offers include repair requests that will come out

of your pocket. If a higher bidder makes a lot of repair requests, you may find that your total profits from the sale are actually less than they would be from accepting a lower offer. Last, but not least, it's important to assess your emotional attachment to the property. If you're selling a home full of joyous memories and intentional design decisions, you probably want to go with a buyer who loves the property as much as you do. At the end of the day, the only way for a seller to lose a bidding war is to lose sight of their priorities.

## BREEZY BUYING

Whoever first said, 'The more the merrier,' was most definitely not talking about a multiple-offer scenario. These buyer competitions can get a little chaotic, which is why it's important to find an agent who can keep you on track. For example, many people assume the highest offer will always win, but that's just a myth. The truth is, most sellers have a financial range in mind. As long as your offer is within that range, you can leverage other incentives to lead you to victory.



**Alfonso Lacruz | Team Leader**

**Last close:**

**Montemayor 950.000 €**

**WANT TO WIN?**

**(+34) 609 408 400**

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One commonly utilized incentive is offering to pay in cash, but that's not where the differentiators end. Minimizing the number of contract contingencies is another great way to set yourself apart from the competition — as long as it doesn't put you at a disadvantage, of course. Another express lane to a seller's heart is their timeframe. Some sellers are in between properties and would be more than willing to pay a buyer rent to remain in their house for a month or so after the sale. Other sellers need to get the sale over with ASAP, so waiving things like inspections and appraisals could earn a buyer bonus points by keeping the sale moving forward as fast as possible.

Finding out which of these incentives will resonate the strongest with a seller is the key to winning a multiple-offer scenario, and that's what makes working with the right agent so important.

## YOUR (NOT SO) SECRET WEAPON

No matter which side of the bidding war you stand on, you should never go into battle without a knowledgeable real estate agent at your side. We are the mediators of multiple-offer scenarios, and it is our fiduciary duty to communicate with each other on behalf of our client's best interests. Whether it's helping sellers set the right price to encourage competing offers or helping buyers decide which incentives will make their offer the clear winner, agents are your (not so) secret weapon.

# REAL VALUE REAL EXPERIENCE



First Last  
**CEO and Founder of  
Alfonso Lacruz Team**

**CREDENTIALS**

BA History  
**Naval Architect and  
Marine Engineer**

Master  
**Massachusetts Institute  
of Technology**

Results  
**Top #1 Agent of Keller  
Williams Spain in 2015,  
2016, 2017 and 2018**

ALFONSO LACRUZ  
Real Estate in Marbella & Benahavis



“When you choose to work with me, you’re partnering with a trained agent that has the backing of the world’s largest real estate company, consisting of 180,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what’s happening in the neighborhoods you’re eyeing.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we’ve formalized a belief system that guides how we treat each other and how we do business.”

**20**

YEARS IN BUSINESS

**78%**

PERCENTAGE OF LISTINGS SOLD

**4%**

NEGOTIATION RATE

**76%**

REPEATED AND REFERRED CLIENTS

**WIN-WIN** or no deal  
**INTEGRITY** do the right thing  
**CUSTOMERS** always come first  
**COMMITMENT** in all things  
**COMMUNICATION** seek first to understand

**CREATIVITY** ideas before results  
**TEAMWORK** together everyone achieves more  
**TRUST** starts with honesty  
**EQUITY** opportunities for all  
**SUCCESS** results through people

# SUCCESS STORIES

## SOLD BAHIA DE MARBELLA

2021



### WHAT THEY SAID

“ We've been working with Alfonso and many of his staff in Marbella, Andalucia, Spain since 2009. We purchased 3 properties over time, and ultimately sold them. Throughout this time they have proven themselves to be true professionals - honest, sincere and attentive. We highly recommend them to anyone interested in real estate in Spain.

## SOLD MONTEMAYOR BENAHAIVIS

2021



### WHAT THEY SAID

“ Alfonso and his team did an excellent job selling my villa in the middle of the pandemic. This a huge testament to their abilities. I can't recommend them highly enough.

Fresh design inspo for 2021

# Top Home Decor Trends To Try

Last year, many of us spent more time at home than ever before. The transition of our homes to double-duty living and working spaces spawned new design and decor trends that make it more comfortable and add much-needed functionality. Embracing this transition lends the freedom to carefully consider each room and piece of furniture. Does it add to your daily life, or subtract from it? With this fresh perspective, take a spin through the six hottest home decor trends for 2021.

Remember, trends may come and go, but your home is your safe space, so skip any trends that don't speak to you. And if you're thinking about selling your home down the line, talk with your agent about how certain home decor trends may add value to your home by appealing to current buyers.

## 1

### A peaceful aesthetic

Taking its philosophy from a mix of Japanese rustic minimalism and Scandinavian functionality, this aesthetic speaks to the peaceful intentionality many of us began craving in our spaces over the tumult of the past year. A blend of neutrals and natural materials that are simple and harmonious in feel, this design aims to restore calm and function. One perfect example—bringing a bit of the outside in with plants and potted trees illustrates the marriage of form and function by allowing us to breathe better in our homes while also grounding us by providing a connection to the outdoors.





# 3

## Kitchen storage and shelving

With restaurant dining off the table for much of 2020, we cooked and ate more meals from home. All that time spent on food prep, roasting, baking and air frying led many of us to rethink our kitchens, whether that meant adding cheerfully-colored cabinets (think Pantone 2021 Color of the Year Illuminating, which is a bright and cheerful yellow, or the ultra-trendy pastel pink), open shelving or aesthetically pleasing pantry storage. The latter especially became a necessity as the pandemic meant fewer trips to the grocery store and an increased need to store canned goods and dry pantry staples. Storage typically ranks among buyers' biggest priorities, so if you're considering selling, put enhancing kitchen storage at the top of your to-do list.



# 2

## Arched doorways

Perhaps in a nod that harkens back to simpler times, old-world design aesthetics have experienced a resurgence of late. One of the most popular aspects of that has been a return to arched doorways. A timeless look that has long been found in many homes that favor traditional design, the effect can be mimicked by painting an arched shape on a wall or in furniture items like headboards and storage closets with arched elements. Make this traditional look modern by mixing in contemporary line art, minimalist design and natural fibers.



# 5

## Elevated home libraries

Everyone's favorite Zoom background shone a spotlight on an oft-ignored area of our homes and offices—bookshelves. No longer just a place to store books, home libraries can add major design oomph. Think comfortable seating, an injection of greenery from some well-placed plants and something that shows off a bit of your personality, whether that's framed family photos, artwork or displaying a collection. Don't forget the books themselves when it comes to styling your home library. Rainbow bookshelves remain beloved on social media, but try experimenting with organizing by size, genre or orientation to turn your home library into its own piece of art.

# 6

## Eco-friendly design

From raging wildfires to bracing winter storms in typically warm climates, the environment has fittingly been on the minds of many homeowners recently. Simple swaps can allow you to incorporate innovative eco-friendly design in ways that help offset your carbon footprint. Consider ditching your incandescent bulbs for smart lighting you can control from your phone or home automation device (like the Amazon Echo or Google Home) so your lights are only on when you truly need them. (Bonus: Home buyers love automation and smart features when shopping for houses.) Buying furniture secondhand or saving for "forever" pieces also benefits the environment by minimizing short-term consumption. And if you're still reeling from the great toilet paper shortage of 2020, consider cutting down on purchasing all those disposables by installing a bidet.

# 4

## Cloffices and home offices

In 2020, we were forced to add more functionality to our homes than ever before. Little-used spaces no longer flew under the radar, and when many people began working from home, every room in the house became fair game as office space. "Cloffices" grew out of necessity as homeowners revamped closets into offices. Fold-down desks add versatility by being there when you need them and tucked away out of sight when you don't. For those needing more workspace than a closet can offer, guest rooms soon may be permanently outmoded by home offices as multiple members of the family—kids included—require desks and workstations.



## FEATURED LISTING

**Andalucia del Mar - Puerto Banus - Marbella**

995.000 €  
195 sqm built  
3 bed / 2 bath

This perfectly refurbished impressive penthouse is located in the heart of Puerto Banús. Distributed over 195 square metres, we find three spacious bedrooms, two bathrooms and an amazing open space which leads into the light-flooded living room and the modern open plan kitchen / dining room. From here we access a large terrace, perfect for enjoying the sea breeze and the Mediterranean climate. On the upper floor we find the sundeck which invites you to enjoy some al fresco dining in the Andalusian sunshine.

**SCHEDULE A TOUR**

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*The low-cost, big-impact projects*

# INCREASE YOUR HOME VALUE

## WITH THESE 10 TWEAKS

With a little effort and minimal cash, these low-cost improvements can make a big impact on your house's value and your happiness at home.



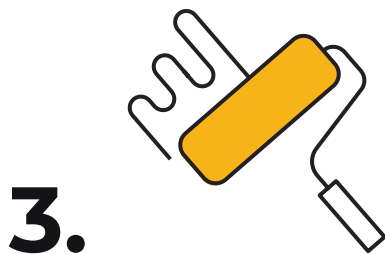
### Upgrade the kitchen

A full reno can be costly, so try small tweaks like refreshing the backsplash, painting the cabinets or installing updated appliances.



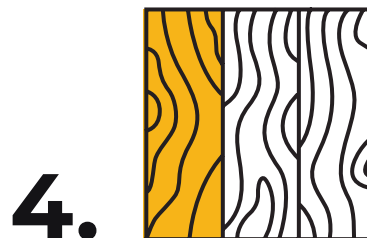
### Reinvent your closet

Combat clutter by creating a place for everything and putting everything in its place. Consider custom organization to max out storage capacity.



### Deck the walls

Paint can transform a room in a single afternoon. Pick a color to match a room's mood, or get back to basics with bright white.



### Refinish hardwood floors

Buff away those scratches and put a dent in those dings. Refinishing hardwoods can bring back that brand-new look.

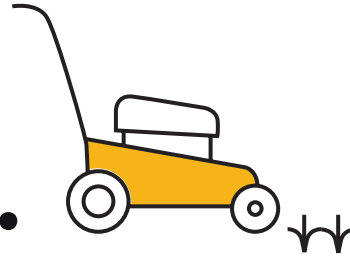
5.



**Freshen up the front door**

Put your home's best foot forward with a new front door. Steel and fiberglass are current top picks.

6.



**Get mowing**

Grass looking a little shaggy? Give your lawn a haircut. Booking a service lets you set it and forget it.

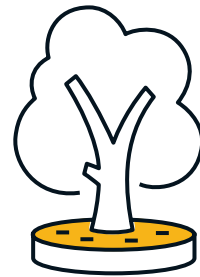
7.



**Dig up some dirt**

Planting perennials ensures blossoms year after year while annuals bloom beautifully for a season. Native plants and succulents keep water bills low.

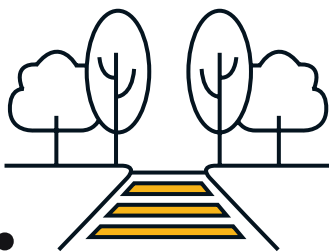
8.



**Pile on the mulch**

Bring landscaping back to life with a fresh application of mulch around trees and garden beds.

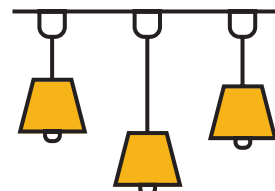
9.



**Follow a new path**

Installing a pathway or patio out of pavers or gravel makes a yard more inviting.

10.



**Light up the night**

Landscape lighting and modern outdoor light fixtures give your home a new nighttime look.

# HOTTEST SPRING LISTINGS



## Monte Almendros - Benahavis

230.000 €

116 sqm built | 3 bed / 2 bath



## Le Mirage - Cancelada

299.000 €

93 sqm built | 2 bed / 2 bath



## Almendros Golf - Benahavis

545.000 €

185 sqm built | 4 bed / 2.5 bath



## Los Arqueros - Benahavis

273.000 €

102 sqm built | 3 bed / 2 bath

## SCHEDULE A TOUR

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# ASK AN AGENT



ALFONSO LACRUZ

**“What home improvements can boost my property value without burning a hole in my wallet?”**

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