

# SPRING BLISS

Your Local Spring Real Estate Update

## BUDGET

Tips to get your property ready for this second quarter

## MAINTENANCE

Keep your home ready for this season

## WELLNESS

Boost your mood for spring season

A photograph of a luxury outdoor deck at dusk. The deck is made of light-colored wood and features two lounge chairs with white cushions. In the background, there is a swimming pool, a well-manicured hedge, and several palm trees. The sky is a mix of purple and blue, indicating twilight. A large palm tree trunk is visible on the right side of the frame, partially obscuring a white building with a dark roofline.

KELLERWILLIAMS  
*Luxury*  
ALFONSO LACRUZ  
TEAM



# A NOTE FROM **ALFONSO LACRUZ TEAM**



**Alfonso Lacruz | Team Leader**

## **Dear current and future clients,**

As the winter fades away and the temperatures begin to rise, it's time to start thinking about spring - the season of new beginnings and fresh starts. And what better way to start afresh than by exploring the latest real estate offerings in your area?

Spring is the perfect time to get a head start on your real estate journey, whether you're looking to buy, sell, or rent. To start the weather warming up and the days getting longer, there's no better time to start your search for your dream home or investment property.

In this issue of our real estate magazine, we're excited to showcase some of the hottest properties on the market this spring. There's something for everyone.

We'll also be sharing tips and advice on navigating the real estate market in this second quarter, including how to prepare your home for sale, what to look for in a new property, and how to stay on top of market trends.

So sit back, grab a cup of coffee, and let our expert team of real estate professionals guide you through the exciting world of spring real estate. We're confident that this issue will inspire and inform you as you embark on your next real estate adventure.

Happy spring!




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




**kw** MARBELLA  
KELLERWILLIAMS

# YEAR IN REVIEW

## Marbella Market Snapshot

	2022	2021	% Differ.
 <b>Number of Homes Sold</b>	5.640	4.628	21,9 %
 <b>Average Sales Price</b>	** 3.441 €/m2	3.182 €/m2	8,1 %
 <b>* Stock of Homes for Sale</b>	8.827	10.253	- 13,9 %

## Benahavis Market Snapshot

	2022	2021	% Differ.
 <b>Number of Homes Sold</b>	1.149	859	33,8 %
 <b>Average Sales Price</b>	** 3.247 €/m2	2.926 €/m2	10,9 %
 <b>* Stock of Homes for Sale</b>	2.717	2.775	- 2,1 %

**More information on the real estate market of Marbella and Benahavis on this link:**

<https://www.alfonsolacruz.com/market-info>



\* The stock of properties for sale is not an official number but an estimation – Source: Registradores, Notariado, Idealista  
 \*\* The value of the average sales prices is provisional and may suffer variations – Source: Registradores



# SPRING 2023

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### YEAR IN REVIEW

Discover the number of closed transactions in Marbella and Benahavis

### SUCCESS STORIES

Our customers recommend us, discover what they say about us

### HOME MAINTENANCE

Keep your home updated for this spring with the basics

### YOUR LOCAL/CULTURAL AGENDA

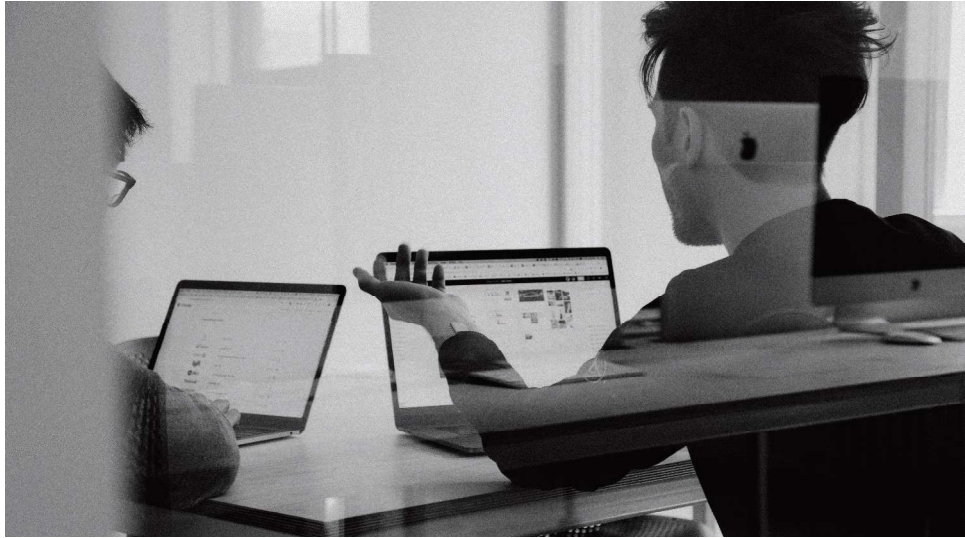
Know first hand all the plans that you can do this season on the Costa del Sol

### FEATURED LISTINGS

Don't miss out on our new exclusive properties for this season

### BOOST YOUR MOOD

5 tips to keep your mood up this season



# TIPS TO GET YOUR PROPERTY READY FOR SPRING

Spring 2023



Spring is a popular time for the real estate market, as many people choose to list their homes during this season. If you're planning on selling your home this spring, it's important to take some steps to get your home ready. Here are some tips on how to prepare your home for the spring real estate market.

## 1 Start with a deep clean

Before you do anything else, it's important to give your home a thorough cleaning. This means dusting, vacuuming, and scrubbing every surface, from the baseboards to the ceiling fans. Don't forget to clean the windows, both inside and out, to let in as much natural light as possible. A clean home not only looks better, but it also makes a better first impression on potential buyers.



## 2 Declutter and depersonalize

One of the biggest mistakes sellers make is leaving too much clutter around their home. Potential buyers want to be able to imagine themselves living in your space, and that can be difficult to do if it's cluttered with your personal items. Take some time to declutter and depersonalize your home by removing any unnecessary items, putting away personal photographs, and minimizing the number of decorations on display.

## 3 Make small repairs

Take a walk around your home and make a list of any small repairs that need to be made. This could include fixing a leaky faucet, patching a hole in the wall, or replacing a burnt-out light bulb. While these repairs may seem small, they can make a big difference in how potential buyers view your home.

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## 4 Enhance your curb appeal

Your home's curb appeal is the first thing potential buyers will see, so it's important to make a good first impression. This could mean planting some colorful flowers in your front yard, painting your front door, or pressure washing your driveway. You want to create a welcoming and inviting entrance to your home.

## 5 Stage your home

Staging your home means setting it up to look as attractive as possible to potential buyers. This can include rearranging furniture, adding some decorative touches, and making sure each room has a clear purpose. Consider hiring a professional stager to help you make the most of your space.

## 6 Hire a professional photographer

Once your home is ready for the spring real estate market, it's important to showcase it in the best possible light. This means hiring a professional photographer to take high-quality photos of your home. These photos will be used in online listings and marketing materials, so they need to be top-notch.

Getting your home ready for the spring real estate market can take some time and effort, but it's worth it if you want to get the best possible price for your home. By following these tips, you can create a welcoming and attractive space that will appeal to potential buyers.

# REAL VALUE REAL EXPERIENCE



Alfonso Lacruz  
**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**

**KW Millionaire Agent 2022**

**Example and commitment  
award as Operations  
Director 2023**

“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 200,000+ 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

**79%**

PERCENTAGE OF  
LISTINGS SOLD

**3%**

NEGOTIATION  
RATE

**76%**

REPEATED AND  
REFERRED CLIENTS

ALFONSO LACRUZ  
Real Estate in Marbella & Benahavis

kw MARBELLA  
KELLERWILLIAMS

**WIN-WIN  
INTEGRITY  
CUSTOMERS  
COMMITMENT  
COMMUNICATION**

or no deal  
do the right thing  
always come first  
in all things  
seek first to  
understand

**CREATIVITY  
TEAMWORK  
TRUST  
EQUITY  
SUCCESS**

ideas before results  
together everyone achieves  
more  
starts with honesty  
opportunities for all  
results through people

# YEAR IN REVIEW

## CLOSED TRANSACTIONS - MARBELLA

### 2022 has been the best year in the history on number of closed transactions

After the recent release of the information on the number of closed transactions in the fourth quarter of 2022 by the Ministry of Fomento (Housing), it is confirmed that 2022 has been the best year, in terms of closed transactions, in the history of the real estate of Marbella.

If 2021 was already the second best year in the history of real estate in Marbella after 2004, 2022 was even better with a non neglectable increase of 21,9% in closed sales.

Having said that and looking at the data for the fourth quarter of 2022, it can be seen that there is a remarkable decrease of 25,2% versus the closed sales in 2021. Although that looks like a huge downturn, it is because it is being compared with the best value ever for that same quarter. In fact, the number of closed units in this final quarter is one of the best in all the years accounted for.

In summary, 2022 was the best year ever in the real estate of Marbella with record numbers in closed transactions and increasing prices.

**Unidades Vendidas**  
**Units Sold**

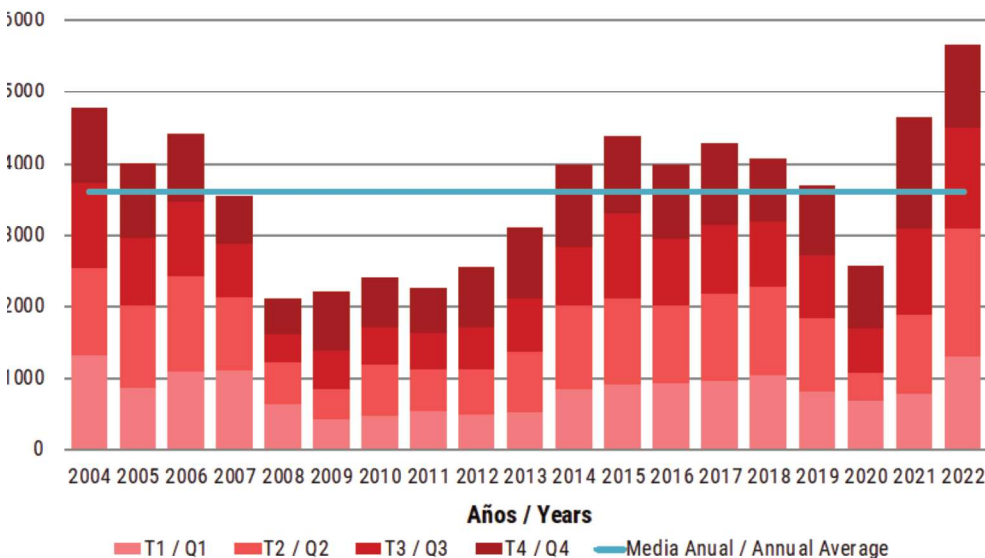


CHART 1 - HOMES SOLD PER QUARTER AND YEAR - MARBELLA



# YEAR IN REVIEW

## CLOSED TRANSACTIONS - BENAHAIVIS

Regarding Benahavís, the number of transactions closed in 2022 has been the highest in the history of the real estate in Benahavis as shown on the graph below.

The number is remarkable with more than 1.000 homes sold, for the first time, and not only an increase of 33,8% versus 2021 but also a difference of +95% versus the average number of closed transactions per year for Benahavis in the last, almost, 20 years.

As in Marbella, there is also an important reduction, 25,9%, in closed sales in the fourth quarter of 2022 when compared to the same quarter of 2021 that was also the best final quarter in these terms for Benahavis.

The conclusion is the same as in Marbella, the best year ever with even a larger difference than Marbella and with some tendency at the end of the year to some moderation.

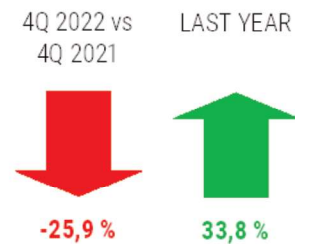
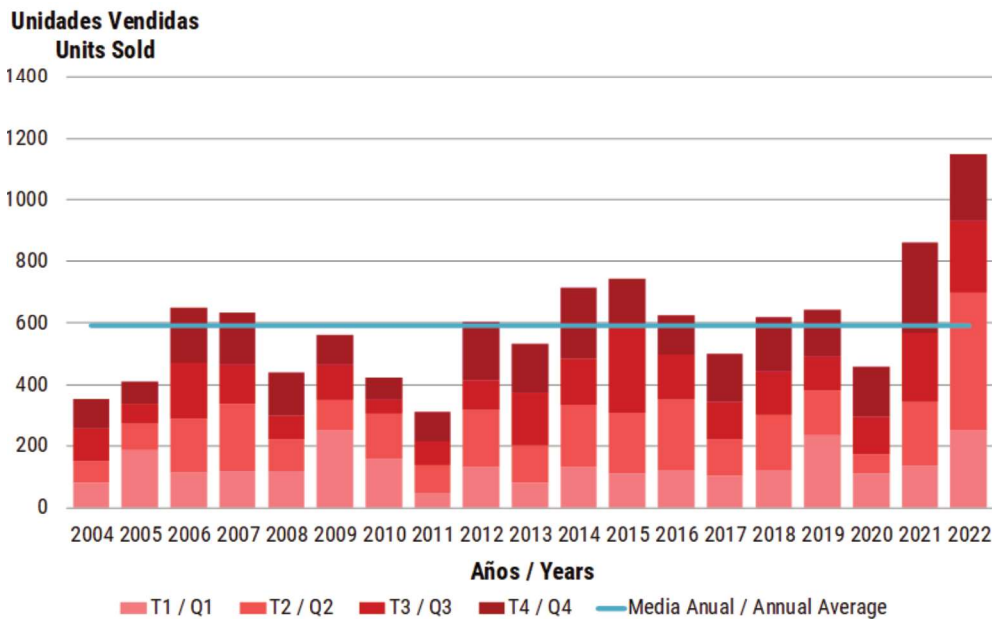


CHART 2 - HOMES SOLD PER QUARTER AND YEAR - BENAHAIVÍS

# YEAR IN REVIEW

## HOME SALES PRICES - MARBELLA

### Home prices keep on going up and up...

All home prices being analyzed keep on going up with the market not only in Marbella but also in Benahavis: asking price, closed price or the one at which homes are being closed and valuations price that is the one estimated by professional valuers.

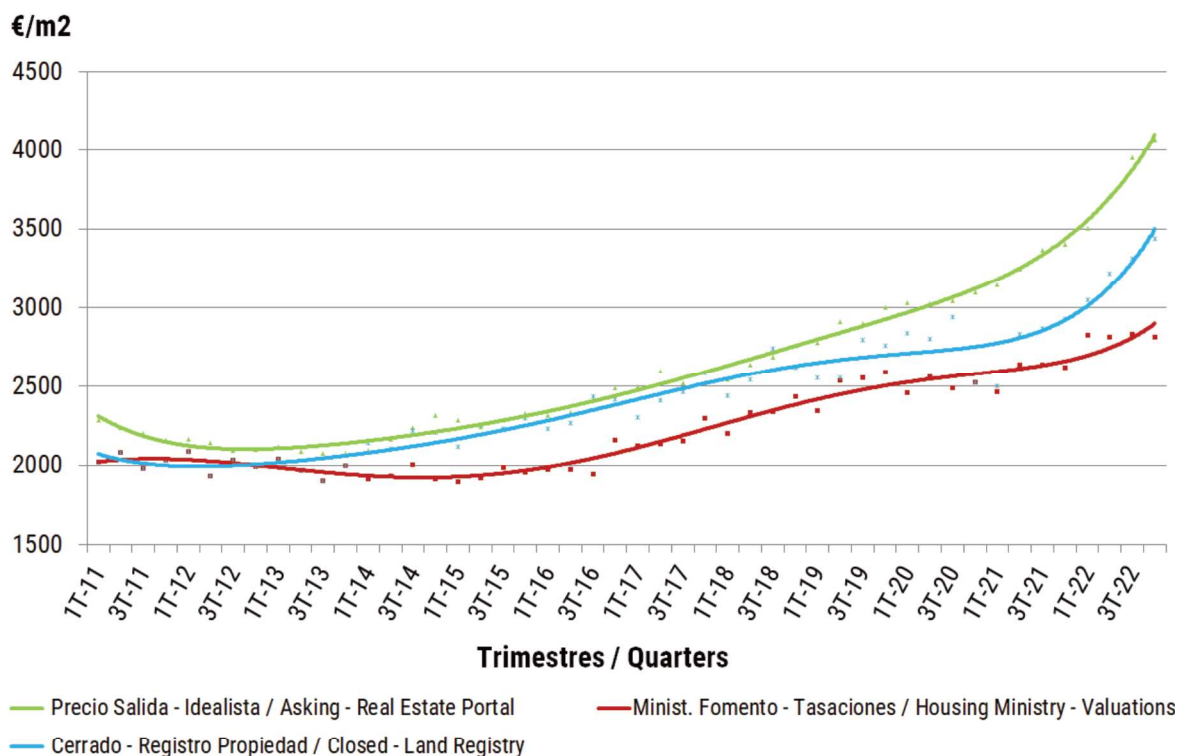


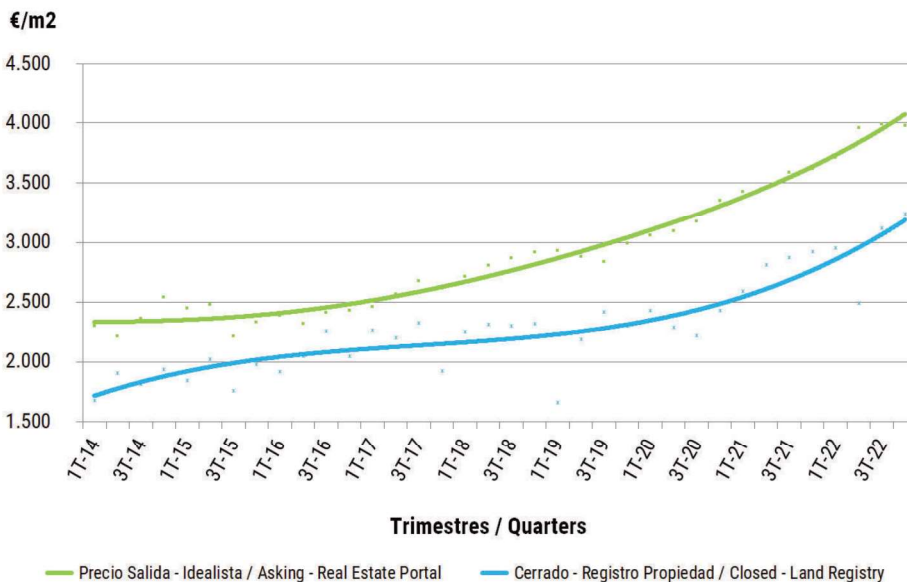
CHART 1 - ASKING, CLOSING AND VALUATION HOME PRICES - MARBELLA

Chart 1 shows those three different prices growing in different ways for Marbella. First, the asking price started an upward trend in 2013 and it is still increasing with a remarkable increase of 93% in the last ten years and 19,3% in just 2022. Then closing price that has been growing steadily with a slow down during the pandemic to start a new push in 2021 and a boost in 2022 and still remaining 18% below the asking price. Finally, valuation prices follow the same tendency as the closing prices although, as it can be seen on the chart, valuers did not acknowledge the new upward cycle until 2016 with a three years delay versus the asking and the closing prices and are also moderating the increasing rates of asking and closed curves.

# YEAR IN REVIEW

## HOME SALES PRICES - BENAHAVIS

The situation is about the same in Benahavis, prices going up since 2014 with the curves of asking and closing prices running parallel with a difference of a significant 1.000 €/m<sup>2</sup>.



As Chart 2 shows, the tendency of the asking and closing prices is the same as in Marbella with a combined increase of 34,3% in the closed sales values for the last three years.

CHART 2 - ASKING AND CLOSING HOME PRICES - BENAHAVIS

Now that 2022 is over, it can be seen that the upward cycle in the real estate market of Marbella, and also Benahavis, continued during 2022 and is sustained now for 10 years, with the parenthesis of 2020 due to the pandemic, with continuous increases in prices and increasing number of closed transactions.

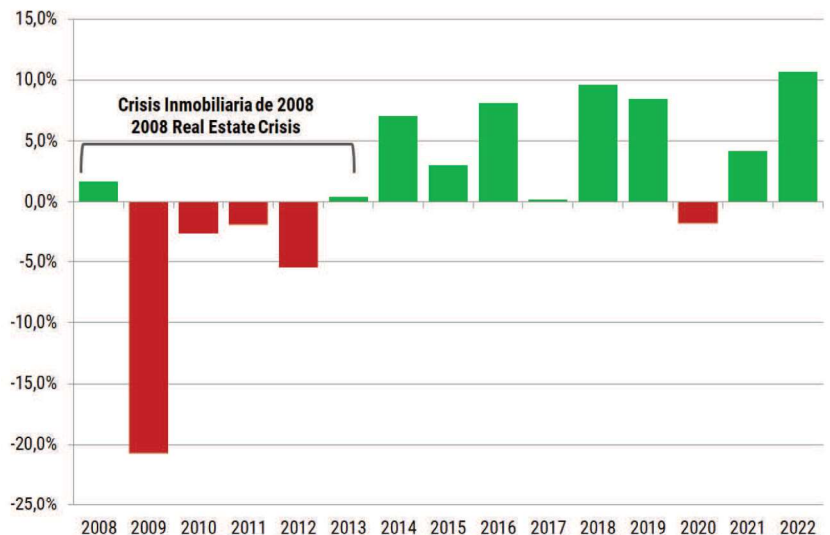


CHART 3 - YEARLY VARIATION OF CLOSING PRICES - MARBELLA



# YEAR IN REVIEW

## STOCK OF HOMES FOR SALE \* - MARBELLA

### The reduction in the stock of homes for sale is finishing

In general, the stock of properties for sale has been showing a downward tendency since the beginning of 2021 that may have changed at the end of 2022. That is especially true in the number of villas for sale that has remained invariable despite the records in the number of home sales.

Focusing on Marbella, the year 2022 ended with a 21% decrease in the number of apartments for sale specially in homes with prices below 250.000 € where the reduction reached a remarkable 43%. When talking about villas for sale, the stock when down 3% for the whole year and showed a slight increase of 5% in the last quarter of the year. As with the apartments, the cheapest villas is where the reduction was higher.

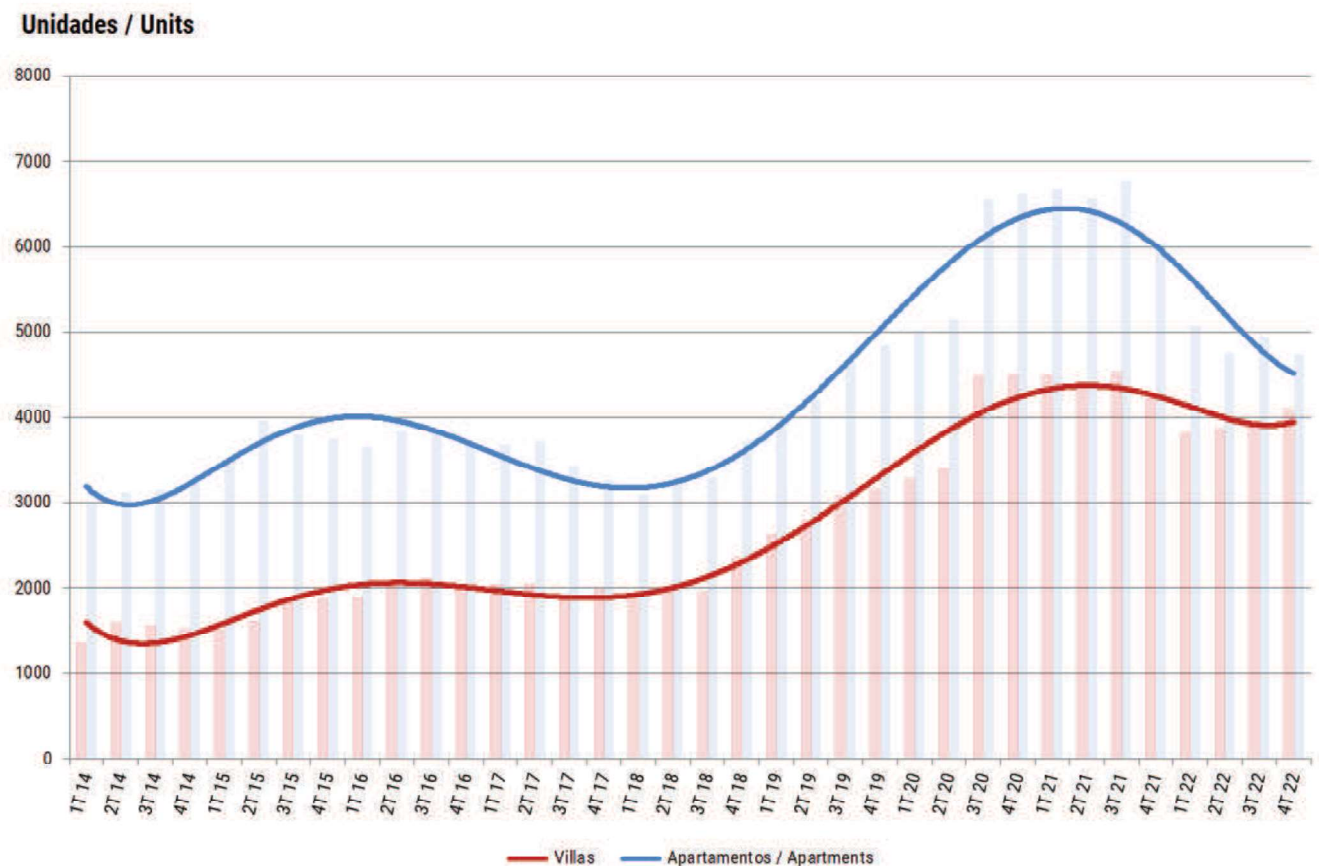


CHART 1 - ESTIMATION OF THE STOCK OF HOMES FOR SALE - MARBELLA

\* The stock of properties for sale is not an official number but an estimation

# YEAR IN REVIEW

## STOCK OF HOMES FOR SALE \* - BENAHAVIS

The tendency in Benahavis is, again, similar to what can be seen in Marbella that is a greater reduction of inventory at the beginning of the year and a flattening of the curve at the end.

In fact, while the decrease in the number of apartments for sale was -9,9% for the year 2022 and a specially remarkable reduction of -52% in apartments below 250.000 €, the stock of villas for sale increased 3,4% with higher increases in the last quarters and, again, a decrease of -25,9% on the low end that is villas priced below 1.500.000 €.

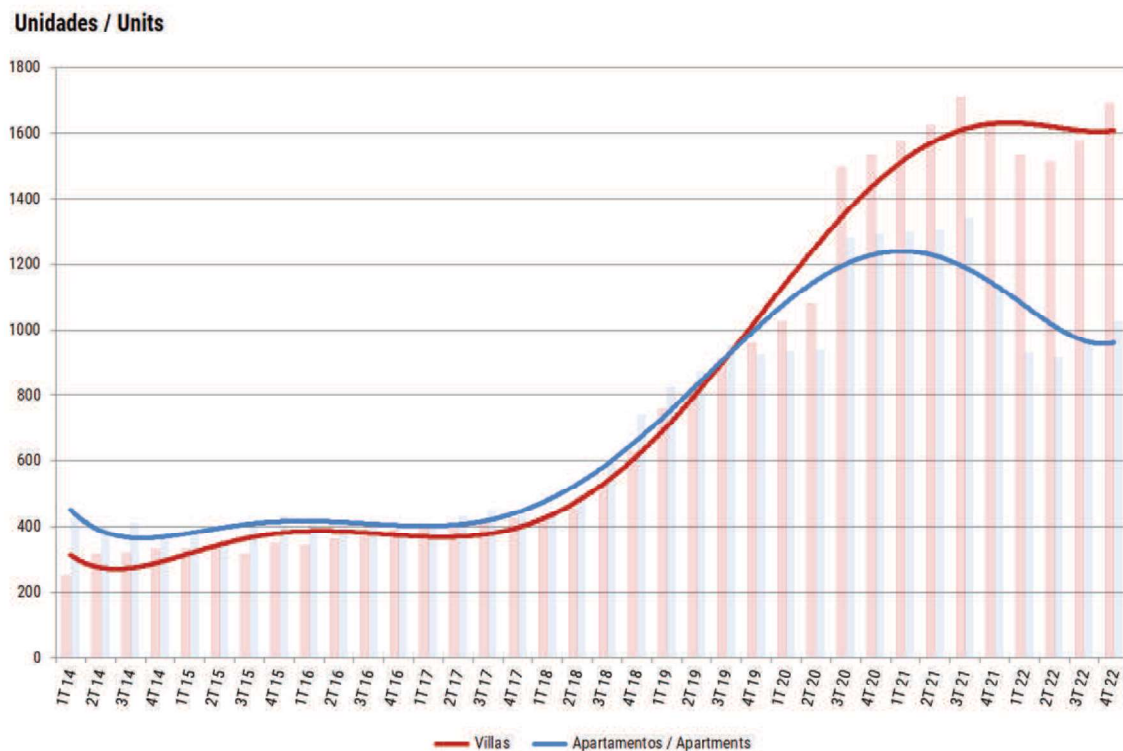


CHART 2 - ESTIMATION OF THE STOCK OF HOMES FOR SALE - BENAHAVIS

\* The stock of properties for sale is not an official number but an estimation

# FEATURED LISTING



## Villa in Atalaya Estepona

829.000 €

169 sqm built / 395 Sqm plot

4 bed / 3 bath

Bright and spacious fully refurbished villa with four bedrooms located steps from the beach at Atalaya, Estepona.

Villa located in Atalaya de Isdabe with a large open plan living / dining area and kitchen with breakfast bar that grant access to a various terraces with garden and a good sized private pool.

The ground floor also count with one bathroom and two bedrooms, one of them with direct access to the garden and the staircase to the first floor that leads us onto a master bedroom with ensuite bathroom with private terrace, another bedroom a bathroom and access to the solarium located on the top floor.

All levels have impressive views to the garden and include parking space for several cars.

### SCHEDULE A TOUR

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# SUCCESS STORIES

## SOLD. BAHIA DE MARBELLA MARBELLA

2022



### WHAT THEY SAID

“ Alfonso and his team are excellent professionals. Their experience and knowledge have managed, in a short space of time, to find the buyer, maintaining an excellent level of information, support and assistance an excellent level of information, support and help and successfully completing the sale. It is a guarantee to trust in their services.

## SOLD. PARAISO PARK BENAHAVIS

2022



### WHAT THEY SAID

“ It was a great experience to have sold our property through Alfonso Lacruz's real estate agency. From the first moment they advised us in the most professional and simple way, with an excellent technological and human support at our service. They have been by our side at all times during the market launch, the visits, the follow-up and the sale, making us feel safe and supported. We can only thank the whole Alfonso Lacruz Real Estates team. We have no doubt that if in the future we have to buy or sell any property it will be through this great human and professional group.



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■ INHERITANCE LAW

■ FOREIGN INVESTMENTS  
IN SPAIN

■ CIVIL LAW

■ CORPORATE LAW

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SOLIS & REQUENA  
ABOGADOS

# FEATURED LISTING



## Brand New Villa, Puerto del Almendro, Benahavís

1.295.000 €

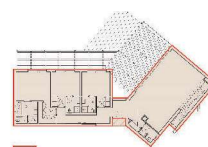
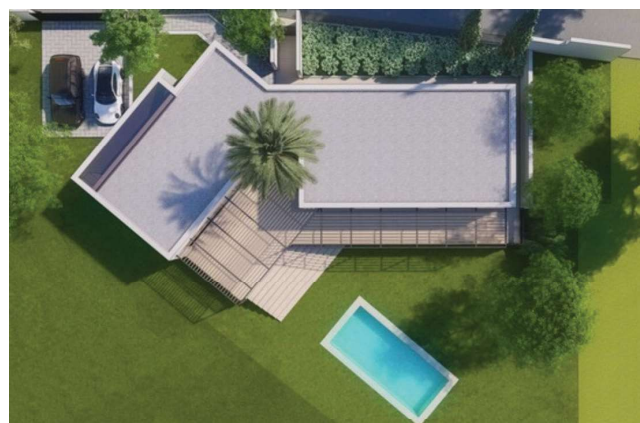
384 sqm built / 900 Sqm plot

3 bed / 3.5 bath

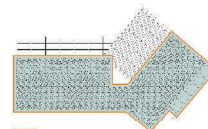
This contemporary design villa with stunning panoramic views and flooded with light due to its open plan layout and an entire wall of sliding doors, offering views of the garden, private pool and surrounding nature.

Built on one level plus a basement, the property boasts 3 bedrooms, 3 bathrooms, and the open plan area, which includes the living room, dining area and kitchen, plus a guest toilet.

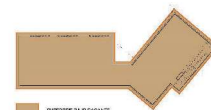
Its beautiful modern design, fully equipped kitchen, gorgeous exterior and great location make this the perfect villa for anyone looking to enjoy holidays or living on the Costa del Sol.



PLANTA BAJA  
POTENCIAL VIVIENDA



OCUPACION



SUPERFICIES  
JUSTIFICACION

SUPERFICIE: 1985M<sup>2</sup>  
 SUPERFICIE CONSTRUIDA: 384M<sup>2</sup>  
 SUPERFICIE DE PLANTA: 384M<sup>2</sup>  
 SUPERFICIE DE TERRENO: 900M<sup>2</sup>  
 SUPERFICIE DE PLANTA: 384M<sup>2</sup>  
 TOTAL SUPERFICIE CONSTRUIDA: 384M<sup>2</sup>  
 SUPERFICIE CONSTRUIDA: 384M<sup>2</sup>  
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## Home Maintenance

# KEEP YOUR HOME READY SPRING

Spring is a great time to perform maintenance tasks around your home to ensure that everything is in good working order and to prevent any potential problems from arising. Here are some spring home maintenance tasks to consider in real estate:





## KEEP YOUR HOME READY THIS SPRING



### **Check your roof**

Inspect your roof for any signs of damage, such as missing or damaged shingles or tiles. Hire a professional if necessary to perform any repairs.



### **Clean gutters & downspouts**

Clean out any debris from your gutters and downspouts to prevent water damage to your home.



### **Inspect your foundation**

Check your foundation for any cracks or other signs of damage. If you notice any issues, contact a professional for an inspection.



### **Service your HVAC system:**

Have your HVAC system serviced by a professional to ensure that it is working properly and efficiently.



### **Check your plumbing:**

Inspect your plumbing for any leaks or other issues. Replace any worn or damaged parts as needed.



### **Test your smoke detectors and carbon monoxide detectors:**

Check your smoke detectors and carbon monoxide detectors to ensure that they are functioning properly.



### **Service your lawn equipment**

Prepare your lawn equipment for the upcoming season by cleaning and servicing it as needed.



### **Inspect your windows and doors**

Check your windows and doors for any drafts or other issues. Replace any worn or damaged weatherstripping as needed.







# FEATURED LISTING



## Cosmo Beach Apartment, Estepona

410.000 €

156 sqm built / 31 Sqm terrace

3 bed / 2 bath

Great apartment with three bedrooms, a spacious and bright living room and a magnificent terrace where you can accommodate seating areas and barbecue to enjoy the stunning Mediterranean sunsets. Thanks to its perfect design and its south orientation, both the living room and the bedrooms, the master bedroom with en suite bathroom, have open views to the sea. All built with high qualities, marble floors, fully fitted modern kitchen, air conditioning and fitted closets.

It is located in a gated community in the heart of the New Golden Mile, between Puerto Banus and Estepona, and only 50 meters from the beach. It has a fantastic communal pool overlooking the sea, the Strait and Africa located on the roof of the building along with pleasant recreation areas.

### SCHEDULE A TOUR

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# YOUR LOCAL CULTURAL AGENDA

## MALAGA



### CANDLELIGHT PREMIUM/CARMEN THYSSEN MUSEUM - May 6th

The candlelight concert brings the magic of a live musical and multisensory experience to incredible venues in Malaga. Discover the music of Vivaldi at the Museo Carmen Thyssen under the faint light of candlelight.



[https://feverup.com/m/114335?utm\\_content=planes-mayo-malaga&utm\\_source=malagasecreta&utm\\_medium=post&utm\\_term=cta1](https://feverup.com/m/114335?utm_content=planes-mayo-malaga&utm_source=malagasecreta&utm_medium=post&utm_term=cta1)



### PICASSO MUSEUM MÁLAGA. Dialogues with Picasso Collection -2020-2023

With its thematic and chronological layout, this new exhibition narrative in the Palacio de Buenavista will enable visitors to acquire a deeper knowledge of Pablo Picasso's artistic career.



<https://www.museopicassomalaga.org/>



### SINFÓNICA POP DEL SOHO. 30 Mar - 22 Jul

The Soho Pops Symphony Orchestra will be one of the protagonists this season with four concerts: Easter, Francis Poulenc Piano Concerto with guest artist, Ramón Grau, Mozart Piano Concerto No.21 with guest artist, Marcos Castilla and Atardeceres Larios.



<https://teatrodelsoho.com/evento/antonio-banderas-y-emilio-aragon-presentan-godspell/>



### CARMENTHYSSEN MUSSEUM - FERVOR DE BUENOS AIRES - From March 28 to September 10, 2023

Photographs by Horacio Coppola in the Telefónica Collection. Grete Stern's photomontages.



<https://www.carmentyssenmalaga.org/exposicion/fervor-buenos-aires-coppola-stern>



# YOUR LOCAL CULTURAL AGENDA

## MARBELLA



### IRONMAN 70.3 MARBELLA - Sun, 7 May

Is one of a series of long-distance triathlon races organized by the World Triathlon Corporation (WTC), consisting of a 2.4-mile (3.9 km) swim, a 112-mile (180.2 km) bicycle ride and a marathon 26.22-mile (42.2 km) run completed in that order, a total of 140.6 miles (226.3 km).

<https://www.marbella.es/agenda/eventodetalle/37020/12/falling-in-jazz.html>



### MUSEO RALLI - DESTINATION ARGENTINA. BORGES AND CHALE - From May 14, 2022 to April 27, 2024

The exhibition Destino Argentina. Borges and Chale, women artists in the avant-garde brings together artists Norah Borges and Gertrudis Chale. In their work we can see two models of avant-garde art in Argentina in the mid-twentieth century.

<https://museoralli.es/exposicion/destino-argentina-borges-y-chale-mujeres-artistas-en-la-vanguardia/>



## BENAHAVIS



### PARQUE TORRE LEÓN-ÓPERA DUETS ONLY - May 6th

two of the best national lyric interpreters, accompanied by the virtuoso Mtro. Cogato at the piano, in a show in which the most famous duets in the history of opera are performed. A demonstration of singing mastery and vocal resistance, due to the difficulty of the selected repertoire. A concert not to be missed

<https://www.marbella-sanpedro.com/agenda-cultural-de-benahavis-2023/>



### PARQUE TORRE LEÓN - THE BEATLES EN FAMILIA- May 7th

The Beatles in family is a fantastic didactic show with the classics of the famous band by the group SilverBeats, a memorable concert for the whole family.

<https://www.marbella-sanpedro.com/agenda-cultural-de-benahavis-2023/>





# FEATURED LISTING



## Penthouse in Costalita (Estepona)

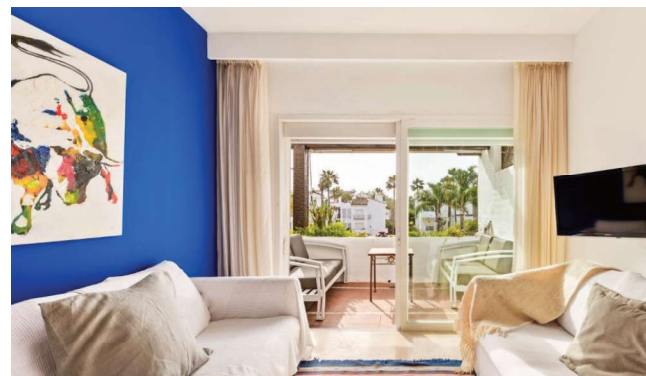
475.000 €

130,37 sqm built  
4 bed / 2 bath

Penthouse with terrace and sea views two steps from the beach on the New Golden Mile.

For sale this wonderful penthouse in the gated residential complex of Costalita, located in the municipality of Estepona, very close to the New Golden Mile between San Pedro and Guadalmanza area surrounded by the best golf courses in the area, 15 minutes from Puerto Banus, 69 km from Malaga airport and 59 km from Gibraltar.

Its perfect location in front of the beach with a total built area of 130,37 m<sup>2</sup> is distributed in 4 fabulous bedrooms, a spacious living room with an informal dining room, terrace overlooking the large garden with subtropical vegetation, distributor, laundry room and 2 bathrooms, one complete and another toilet with shower.



### SCHEDULE A TOUR

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# THE PROOF IS IN OUR NUMBERS

These numbers depict not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

## TEAM'S RESULTS IN 2022:

2022 has been not only a record year in Benahavis and Marbella in the number of transactions closed but also for our local team that achieved our historical, and outstanding, record in sold volume and client's recognition:

**100 %** FIVE STARS'S  
REVIEWS

**98 %** LIST - TO - SALE  
RATIO

**99 %** PRICE OBTAINED  
FROM ASKING PRICE

**60 M €** SOLD  
VOLUME





# Boost your mood in Spring

5 tips to keep your  
mood up this  
season

Spring is a season of new beginnings and renewal, but for many people, it can also bring about feelings of fatigue, sluggishness, and even anxiety. The change in weather, longer days, and increased sunlight can affect our mood and energy levels, leaving us feeling drained and unmotivated. However, there are several things you can do to feel better in spring and make the most of this season.

1

## Get outside

One of the best things you can do to feel better in spring is to spend time outside. Being in nature can have a calming effect on the mind and body, and the fresh air and sunshine can help boost your mood and energy levels. Take a walk in the park, go for a bike ride, or simply sit outside and enjoy the sunshine.



2

## Exercise

Regular exercise can help combat feelings of fatigue and improve your overall mood. Try to incorporate some form of physical activity into your daily routine, whether it's going for a run, taking a yoga class, or simply going for a brisk walk. Exercise can also help you sleep better, which can have a positive impact on your mood and energy levels.

3

## Eat Well

The foods we eat can have a significant impact on our mood and energy levels. Focus on eating a balanced diet that includes plenty of fresh fruits and vegetables, lean protein, and whole grains. Avoid processed and sugary foods, which can cause blood sugar fluctuations that can leave you feeling tired and irritable.

4

## 4. Practice self-care

Spring is a great time to focus on self-care and take care of yourself. This can include things like getting a massage, taking a bubble bath, or simply taking some time for yourself to do something you enjoy. It's important to prioritize self-care and make it a part of your regular routine.

5

## Connect with others

Social connections are important for our mental health and well-being. Make an effort to connect with friends and family members, whether it's through a phone call, a video chat, or an in-person visit. Surrounding yourself with positive and supportive people can help boost your mood and make you feel better.

In conclusion, spring is a great time to focus on your health and well-being. By getting outside, exercising, eating well, practicing self-care, and connecting with others, you can improve your mood and energy levels and make the most of this beautiful season. Remember to take things one day at a time and be kind to yourself as you work towards feeling your best.









# ASK ALFONSO



ALFONSO LACRUZ

**“How is the market and is it a good time to more?”**

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