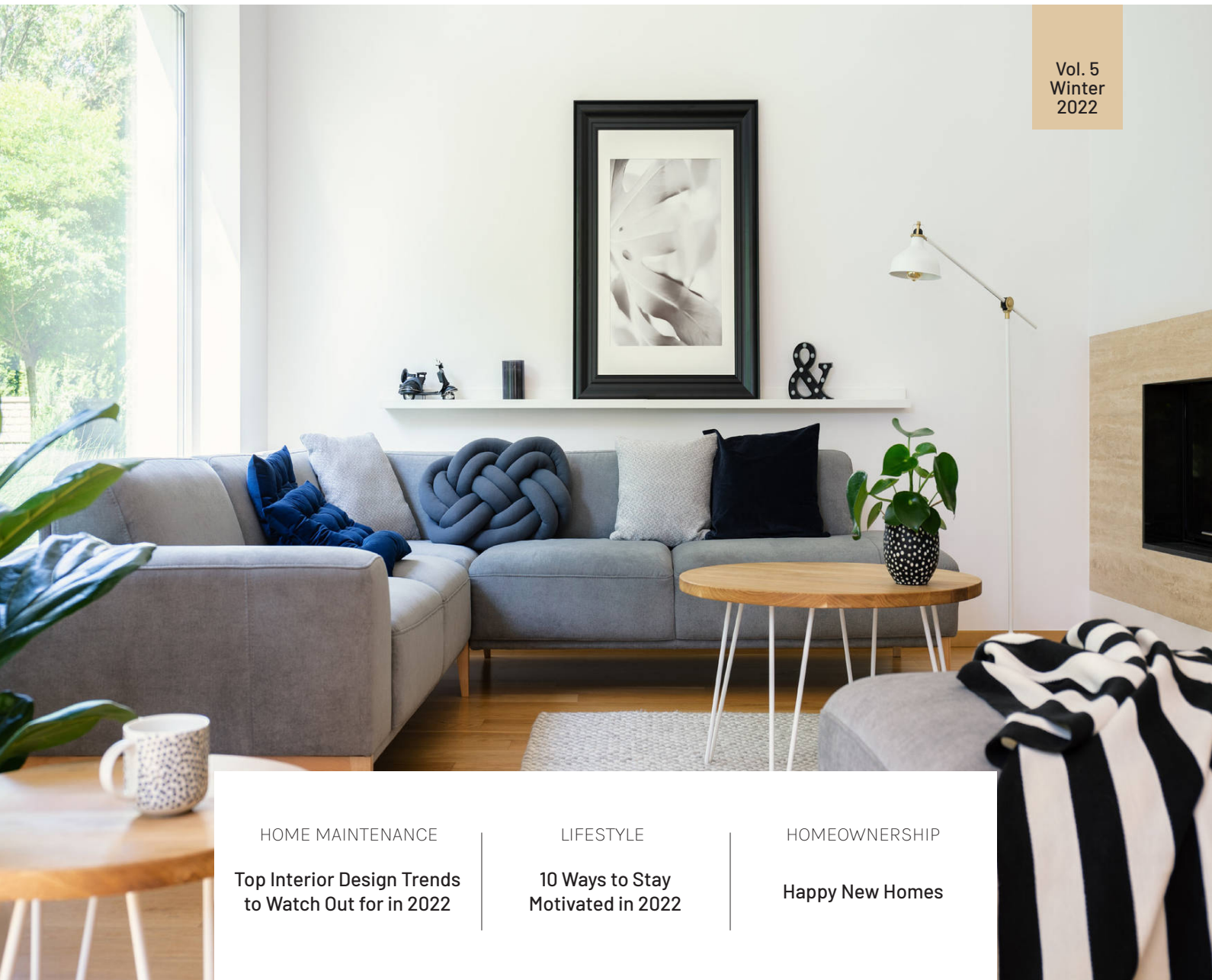


BUILD + ELEVATE IN 2022

Your Local Winter Real Estate Update

Vol. 5
Winter
2022



HOME MAINTENANCE

Top Interior Design Trends
to Watch Out for in 2022

LIFESTYLE

10 Ways to Stay
Motivated in 2022

HOMEOWNERSHIP

Happy New Homes

A NOTE FROM ALFONSO LACRUZ TEAM



Alfonso Lacruz | Team Leader

Dear current and future clients,

In honor of 2022, the theme of this issue of my real estate magazine is “build and elevate.” Why both? Because when you build with the purpose of elevating your current position, you find yourself surrounded by a whole new world of opportunities. That’s what I want for you, and I hope this issue will give you the tools to set yourself and your property up for a year full of success.

Make yourself a healthy snack, block a little time in your schedule, and flip through this inspirational content ranging from the benefits of a newly constructed home to an actionable list of ways to stay motivated this month and beyond. Plus, you’ll find some of my 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 just a phone call away.

Here’s to building and elevating in 2022!




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ALFONSO LACRUZ
Real Estate in Marbella & Benahavís




kw MARBELLA
KELLERWILLIAMS

QUARTER IN REVIEW

Marbella Market Snapshot

	Q3 2021	Q3 2020	% Differ.
 Number of Homes Sold	1.288	609	111,5 %
 Average Sales Price	3.071 €/m2	2.800 €/m2	9,7 %
 * Stock of Homes for Sale	8.467	9.193	-7,9 %

Benahavis Market Snapshot

	Q3 2021	Q3 2020	% Differ.
 Number of Homes Sold	231	122	92,6 %
 Average Sales Price	2.804 €/m2	2.222 €/m2	26,2 %
 * Stock of Homes for Sale	2.306	2.277	1,3 %

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

QUARTER IN REVIEW

CLOSED TRANSACTIONS - MARBELLA

The Market in Marbella and Benahavís is reaching historical maximums

The information on the number of transactions closed in the third quarter of 2021 for the municipalities of the Costa del Sol has been released recently by the Ministry of Housing, showing record numbers in some cases and outstanding figures in others.

Focusing on Marbella, we can see that the third quarter, following the activity we had on that quarter, was the best third quarter in the history of Marbella, surpassing even the third quarter of the record year 2004.

If the number of closed transactions at the fourth quarter reaches the average levels, the year can be as good or even better than the last series of good years we saw between 2014 and 2018. In any case, it is going to be above the average number of transactions closed in one year for Marbella.

Unidades Vendidas
Units Sold

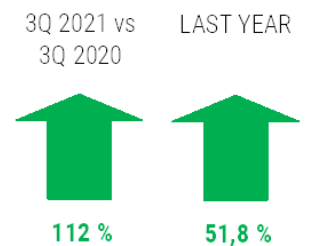
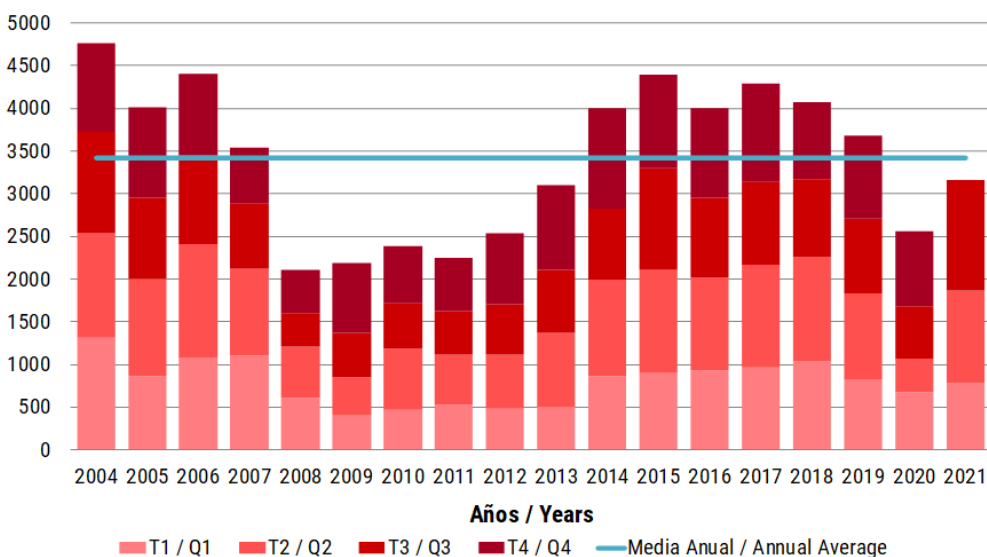


CHART 1 - HOMES SOLD PER QUARTER AND YEAR - MARBELLA

QUARTER IN REVIEW

CLOSED TRANSACTIONS - BENAHAVIS

Regarding Benahavís, the number of transactions closed in the first three quarters of the year are already above the municipality's yearly average. The number of transactions closed in the first three quarters is higher than the total number of transactions closed in 2017, 2019 and, of course, 2020.

Up to the third quarter, there has been only one year in history better than 2021 and that was 2015. Therefore, we already have record numbers for Benahavís and, depending on closed transactions during the fourth quarter, it could be the best year so far.

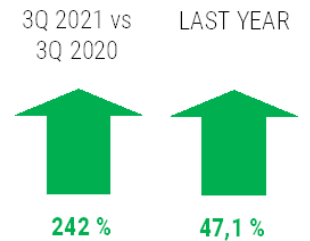
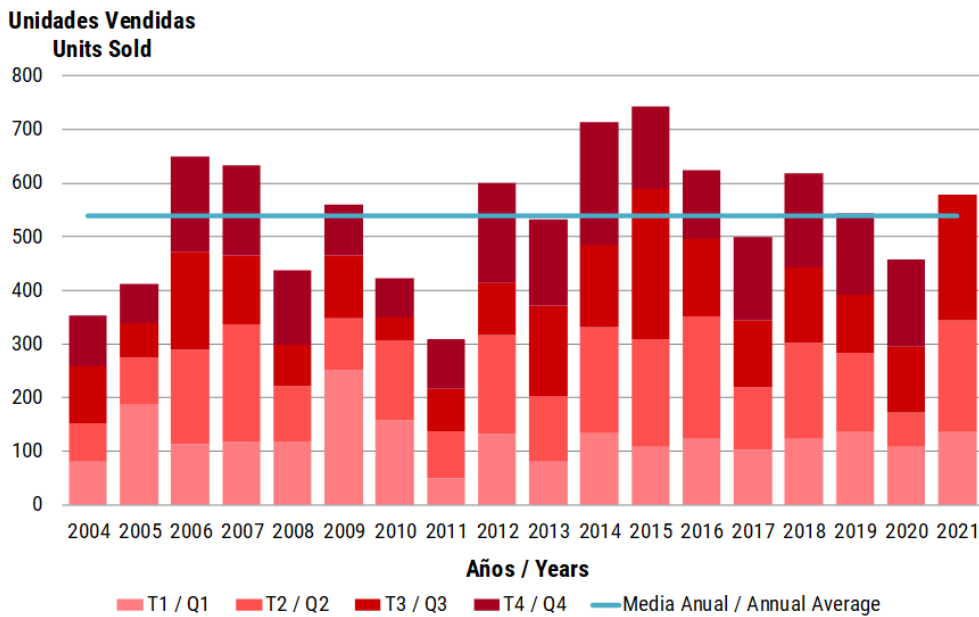


CHART 2 - HOMES SOLD PER QUARTER AND YEAR - BENAHAVÍS

QUARTER IN REVIEW

HOME SALES PRICES - MARBELLA

Prices are going up but not as fast as the asking price

Prices, as everybody may appreciate, are going up in Marbella but in different ways depending on the one analyzed. The change started in 2013 and since then they have been increasing mainly pushed by the price of new built units.



Chart 1 shows three different prices growing in different ways. First the asking price that started a upward tendency in 2013 and it is still on the wave. Then closing price that has been growing steadily but has slowed down since the start of the pandemic. As shown in Chart 2, these variations are directly related to the prices of new units.

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

The closing price of second hand homes has increased slightly since 2013 and is showing a change in tendency in 2021 while the price of new units has seen ups and downs depending on where the new developments are being sold. Finally a last comment on valuations prices that has been following the same tendency but always in delay and below the closing prices.

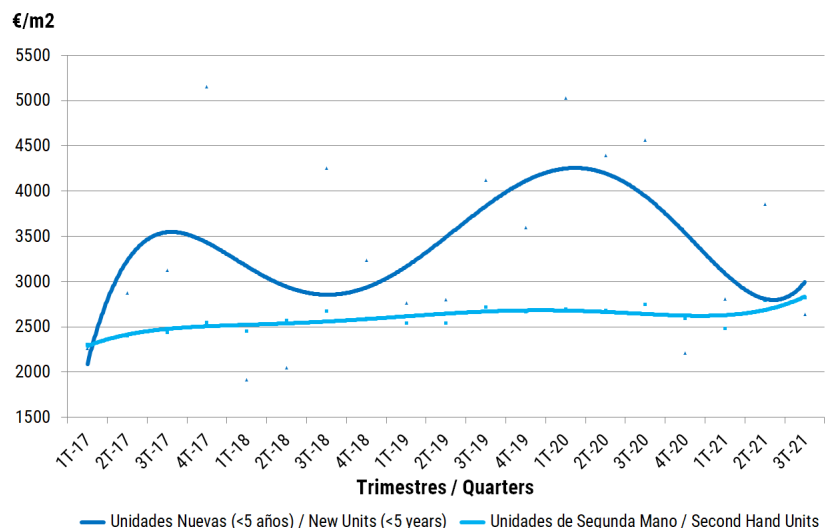
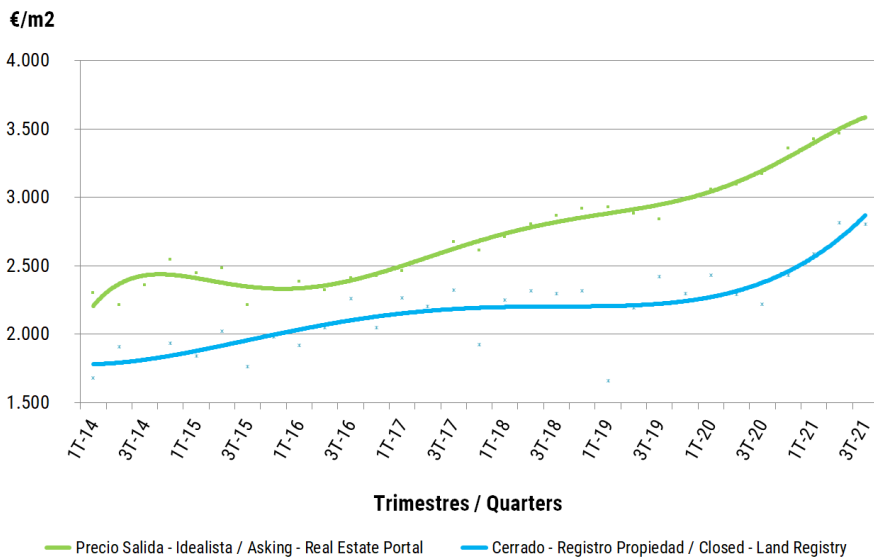


CHART 2 - NEW UNITS AND SECOND HANDS CLOSING PRICE - MARBELLA

QUARTER IN REVIEW

HOME SALES PRICES - BENAHAVIS

The situation is about the same in Benahavis, prices going up since 2014 with a slightly different tendency in the prices of new built units.



As Chart 3 shows, the tendency of the asking price is the same as in Marbella that is up and up and, in general, the closing prices are also going upwards specially during 2021 but have to dig inside those closing prices to find out the insights of it.

CHART 3 - ASKING AND CLOSING HOME PRICES - BENAHAVIS

Prices of new built units, as seen on Chart 4, have been pushing up the average closing prices for Benahavis while the closing price of second hand homes has been almost flat until the end of 2020 when a change in tendency in the closing prices of Benahavis has been observed. It seems that is going to be the tendency in the near future.

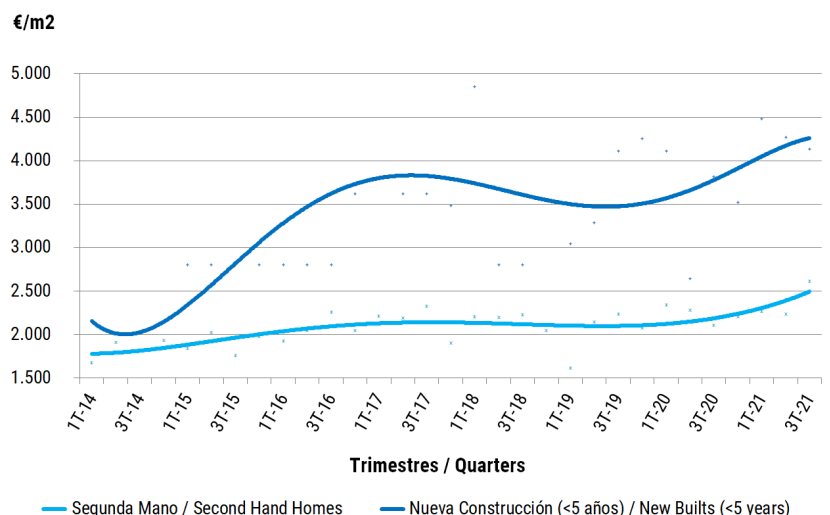


CHART 4 - NEW UNITS AND SECOND HANDS CLOSING PRICE - BENAHAVIS

QUARTER IN REVIEW

STOCK OF HOMES FOR SALE * - MARBELLA

A change of tendency occurred in 2021: more sales with less inventory

In general, the increased number of sales are reducing the inventory of homes available in the market pushing it from the buyer's market of the latest years towards a seller's market.

Focusing on Marbella, the change in tendency started to show up at the end of 2020 and has been confirmed during 2021. It means more demand, more sales, and less offer, less stock of properties for sale. If the laws of the economy are followed, more demand and less offer should push the prices up and that is exactly what we are seeing.

Unidades / Units

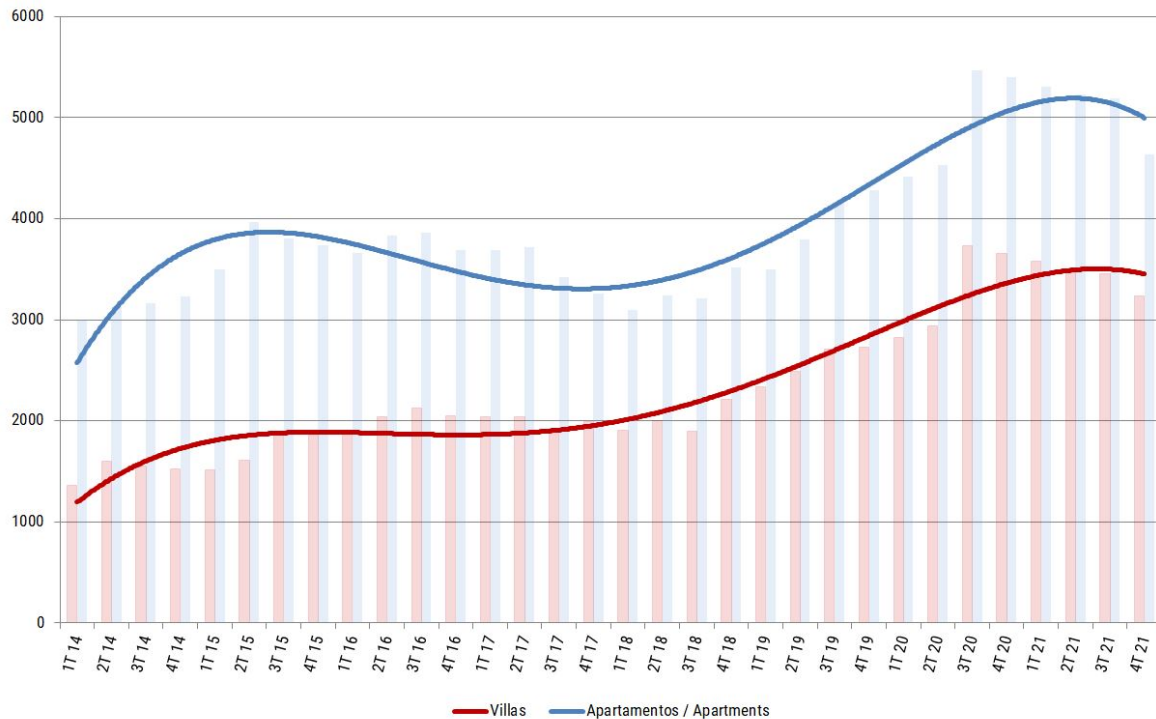


CHART 1 - ESTIMATION OF THE STOCK OF HOMES FOR SALE - MARBELLA

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

QUARTER IN REVIEW

STOCK OF HOMES FOR SALE * - BENAHAVIS

The tendency in Benahavís is, again, similar to what it can be seen in Marbella but with two main differences. First of all, the market in Benahavís is pointing to the luxury market with more villas for sale than apartments, specially at high end prices .

Secondly, and looking at the details, there is a clear change in the number of apartments for sale tendency since the end of 2020 while the number of villas in the market has remained stable despite the increased number of sales and most of them are in the high end range.

Unidades / Units

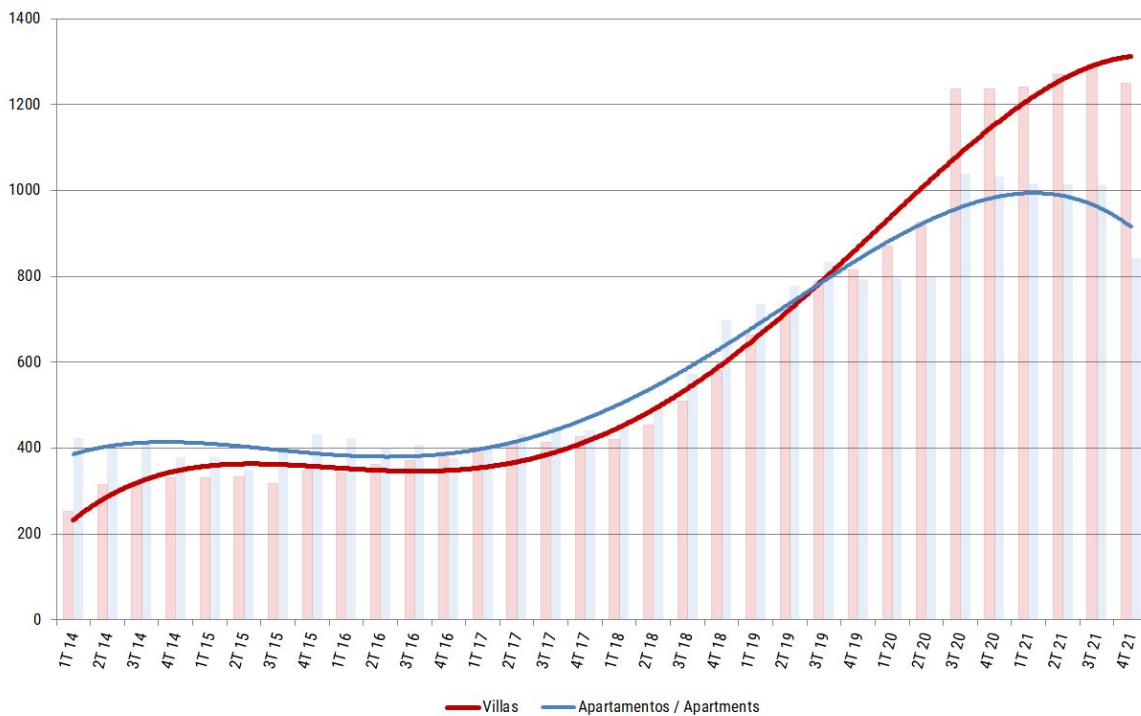


CHART 2 - ESTIMATION OF THE STOCK OF HOMES FOR SALE - BENAHAVIS

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

TOP INTERIOR DESIGN TRENDS TO WATCH OUT FOR IN 2022

It's been two years since the pandemic started, and many of us are still working remotely from our homes, whether it's out of our makeshift office in the kitchen, living room, or whatever space is conducive to productivity. As we continue to navigate forward this year, be sure to carve some time out of your busy schedule to find ways to enhance and elevate your home. Lucky for you, we curated a list of the hottest interior design trends that will not only give your space a much-needed makeover but also restore a sense of hope and optimism about what lies ahead in 2022.

Remember: There are no hard and fast rules when it comes to embellishing your space, so use the following trends as inspiration, not prescription. If you're looking to sell your home in the near future, speak with an agent to find out how you can leverage these trends to appeal to home buyers.



50 SHADES OF GREEN

Green represents new beginnings and growth, so there's no better color to herald the new year. To create an uplifting and revitalizing environment, you could use a pop of jewel-toned greens.

Whether it's adding a plush velvet green couch to your living room or adorning your dining room with a jade vase, your options to bring nature indoors through furniture and decorative pieces have never been easier. Before you know it, your home will become the ultimate destination for relaxation and restoration among friends and family.



Antiques and vintage items pay homage to the past and add extra personality and eclectic style to your home.

OLD-SCHOOL CHARM

What's old is new and what's new is old. Antiques and vintage items pay homage to the past and add extra personality and eclectic style to your home.

They also preserve the memories of those who once had the great fortune of owning beautiful, one-of-a-kind pieces to embellish their space. To add some retro charm to your home, bring out your grandmother's antique floral porcelain vase and place it in the center of your dining table. Or add some brilliance to your living room with an art-deco table lamp. No matter what era you're partial to, there's a piece of furniture or accessory that will help you create an entirely new look.

STAY AHEAD OF THE CURVE

Whereas straight lines and sharp edges lend a sleek, modern feel, rounded shapes add softness to an interior space, giving it a warm ambiance.

Going beyond circles, rounded shapes also include egg shapes, ovals, arches, and more. If your space looks too much like a geometry worksheet, try breaking up the harsh edges by adding a curved swivel chair or coffee table in your living room.

Or add some oomph in your hallway with a beautiful, oval-shaped mirror to reflect a sense of freshness and relaxation that can't be seen with a traditional square or rectangle mirror.





BRIGHT AND COLORFUL KITCHENS

Last year, neutral palettes reigned supreme in the realm of home decor. While this trend will remain popular for the foreseeable future, it's time to break out of the tried-and-true color scheme and embrace bold, vibrant colors. Liven up your kitchen with a splash of color; whether it's painting your walls a beautiful, seafoam green or experimenting with geometric prints and patterns, add some joie de vivre to the space. After all, your kitchen should inspire you to experiment with different recipes and come up with culinary masterpieces that rival those of your favorite Michelin star chef.

LITTLE BLACK ACCENTS

There's nothing quite like black accents to add a touch of sophistication and beautiful contrast to your home. This is especially true if your home is alight with natural wood tones or other organic materials.

The same sentiment can be extended if you prefer a more minimalist space. Look around your house to see where you can incorporate some edge. Could your white sofa use a small, black side table to accentuate your living room's best features? Or perhaps you can add a couple of black throw pillows to make your sofa the room's centerpiece. No matter how you want to incorporate this timeless color into your home, know that a little goes a long way.



Coming in all shapes, sizes, and colors, decorative lamps can put a spotlight on different areas of your home.

ILLUMINATE WITH STYLE

Equal parts function and fashion, statement lamps are making a comeback this year and they're poised for a bright future. Coming in all shapes, sizes, and colors, decorative lamps can put a spotlight on different areas of your home (especially rooms that don't get a lot of natural light). On the quest for a stunning architectural piece? Try perching a sculptural-metal table lamp on your coffee table. If you're looking for something more subtle yet still striking, a Grecian-bust table lamp on your nightstand might just be the inspiration you need to fulfill your New Year's resolution to read 30 pages of a novel every night before bedtime.

FEATURED LISTING



Brand New Villa, Puerto del Almendro, Benahavís.

1.090.000 €

372 sqm built / 1.042 Sqm plot

3 bed / 3.5 bath

This stunning villa, which will be ready end of July, is located perfectly surrounded by luxury villas in a quiet urbanisation with beautiful panoramic views, but still close to amenities.

This villa is 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, the property boasts 3 bedrooms, 3 bathrooms, 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.

SCHEDULE A TOUR

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10 Ways to Stay Motivated in 2022



You've seen it happen. You may have even been that person. For one week after the new year begins, you are meticulous about acquiring new habits and pursue them with an optimistic outlook – the thought of a fresh start. Yet, more quickly than not, it's back to the same old routine.

This year, challenge yourself to continue building upon your goals without losing track of the feeling of motivation you woke up with on Jan. 1. Start off with some inspirational reading (Gary Keller and Jay Papasan's *The ONE Thing* and *The ONE Thing Planner* are great resources). And, keep your eyes on the prize with the help of these 10 tips.

1 Identify your big why.

When the going gets tough, what is the ONE Thing that will help you push through and visualize yourself at the end of the obstacle course?

6 Plan it out.

Create a detailed plan for the aspects of your life you are trying to elevate. If it is a routine, make three versions, to account for various levels of busyness and energy.



2 Seek accountability.

Whether it's a fitness, career, or financial goal, buddy up with someone with a similar goal, or someone who inspires you to move forward. If your means allow, coaching may be a great option.

7 Build up.

Instead of going full speed ahead and burning out, start small and work your way up to the next big milestone.

3 Set SMART goals.

That's specific, measurable, attainable, relevant, and time based. Having clear and direct goals in every area of your life will breathe fresh motivation into your journey.



Meditate.

Train your mind in the art of resilience, and you'll have an easier time sticking to your goals.

4 Stay creative and inspire.

Get motivated by inspiring others! Become a regular on online forums, or start a social media page focused on the goal that's nearest and dearest to your heart, or even on mindset as a whole.

9 Embrace the failure.

You're bound to hit a roadblock or two along the way. The difference between giving up and moving forward is whether you let that derail your plans or shake it off.



Put progress on paper.

Go old school with a notebook tracking your progress, or use an app to see how far you've come and stay inspired to keep going.

Shift your perception.

Identify your limiting beliefs, or opinions that you might believe to be absolute truths, and challenge yourself to acknowledge alternative truths you may be ignoring.



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



“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

**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

SUCCESS STORIES

SOLD PLOT LA RESINA, BENAHAVÍS

2021



WHAT THEY SAID

“Excelente atención, profesionalidad y rapidez en la gestión que le encomendé. Totalmente recomendable, por lo que aprovecho para agradecerle la gestión realizada y llevada a buen término.

SOLD TEE 5, LOS FLAMINGOS

2022

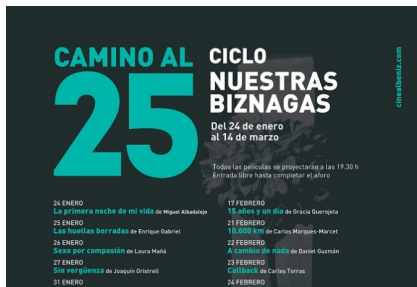


WHAT THEY SAID

“I had my apartment on the market for 2 years without a sale. I moved to Alfonso Lacruz, signed an exclusive arrangement (which i was skeptical about at first) however within 3 months they sold my apartment and I had the money in my account. Very happy and couldn't recommend them enough.

YOUR LOCAL CULTURAL AGENDA

MÁLAGA



Cine Albeniz - Ciclo Nuestras Biznagas - February and March

29 films winners of the maximum award at the Film's Festival of Malaga, the Golden Biznaga, are played for free during the months of February and March.



<https://malagadecultura.com/2022/01/18/el-festival-de-malaga-proyecta-sus-biznagas-de-oro/>



Malaga de Festival - February 24 to March 17

Multiple cultural events in the town of Malaga prior to the celebration of the Film's Festival of Malaga.



<https://festivaldemalaga.com/maf/>



Teatro Cervantes - Rigoletto Opera - March 11-13

Three acts opera by Giuseppe Verdi



<https://www.teatrocervantes.com/es/genero/lirica/xxxiii-temporada-lirica/rigoletto-804>



Teatro Cervantes - "Flamenco lo serás tu" - April 18-24

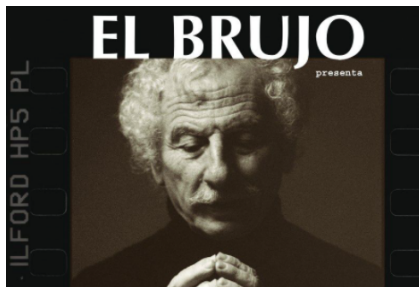
Different styles of Flamenco singing and dancing with the stars Tomatito and Israel Fernandez.



<https://malagadecultura.com/2022/02/15/tomatito-e-israel-fernandez-encabezan-la-primera-edicion-de-flamenco-lo-seras-tu/>

YOUR LOCAL CULTURAL AGENDA

MARBELLA



Teatro Ciudad de Marbella - El Brujo - March 19

Theater inspired by the works of the Spanish poet Valle Inclán.



<https://www.marbella.es/agenda/eventodetalle/32821/21/el-brujo-el-alma-de-valle-inclan.html>



Cinesa La Cañada - Ballet Le Parc - March 24

Ballet in three acts with music by Wolfgang Amadeus Mozart performed by the Paris Opera Ballet.



<https://operayballetencine.es/espectaculo/ballet/le-parc-paris/>

BENAHAVIS & ESTEPONA



Teatro Felipe II Estepona - Bremen Town Musicians - March 20

The Bremen Town Musicians musical for kids.



<https://tafestepona.entradas.plus/entradas/es/entradas-musical-los-musicos-de-bremen->



Anfiteatro Torre Leoneras Benahavis - Brass Band - May 6

From the Romanticism to Film's music. Concert from Strauss to J. Williams by the Malaga Brass Band.



https://static.malaga.es/municipios/subidas/archivos/5/6/arc_211665.pdf?cache=78614



Happy NEW HOMES

Four reasons why you may want to move into a newly constructed home

Is moving into a new home on your 2022 to-do list? Not just I-have-never-lived-here-before new, but no-one- has-ever-lived-here-before new? Whether you're a current homeowner or a first-time home searcher, a newly constructed home could be just what you need to make your property dreams a reality this year. Here are four reasons why new builds could be worth your down payment and/or putting your current living space on the market.

1. UNLEASH YOUR *Creativity*

If you've ever played the popular computer game The Sims, you know how much fun it is to design your own dwelling space.

Depending on when you enter the building process, new home construction can be just like that, but in real life! Whether you're working with a contractor to fill an empty plot or you're able to get in on the ground floor of a new housing community, you may get to leave your mark on everything from how many floors your house contains to the style of the light fixtures that illuminate every room.

Even if the property is already complete, the modular nature of many modern homes allows for a level of customization you can't find in most older properties. At least not without enlisting a contractor and construction crew. When the dust has settled, the paint is dry, and those keys land in the palm of your hand, you can take pride in knowing you're moving into a home that is truly yours.

2. PROTECT YOUR PHYSICAL AND *Financial Health*

According to a recent Statista Research Department report, nearly 75% of homes in the U.S. are 30 or more years old, and 43% of homes were built before 1978 when lead-based paint was first banned. Since then, regulations on other harmful chemicals like asbestos, formaldehyde, and phthalates have resulted in safer building materials ranging from paints and varnishes to pipes and insulation.

Purchasing a new home on a fresh plot of land could also make your property eligible for a new home warranty, which could cover everything from materials to workmanship. You'll be able to rest assured your residence meets the most

recent codes and regulations. It also removes the need for renovations to replace outdated materials, which lowers maintenance fees and other unwanted surprises sometimes found in older homes.

3. REACH *Peak Efficiency*

Of all the many benefits technology offers, efficiency is probably the most significant. From water fixtures to HVAC systems, new homes often include countless efficiency upgrades you won't find in older models. One excellent example of this is the seamless integration of smart devices. For instance, many modern homes either come with or can easily be equipped with smart security systems like motion-activated cameras or video doorbells. Speaking of, bluetooth locks are becoming increasingly common in new residences.

In terms of lowering your monthly bills, newly constructed homes are often better suited for solar panels, smart thermostats, or even refrigerators that connect to your Wi-Fi router. Modern homes are also more likely to have external power outlets for amenities like electric-vehicle charging stations or battery-powered backup generators. In addition to reducing your carbon footprint, these innovations have the potential to lower your monthly costs.

4. THINK ABOUT *Longevity*

As our society becomes more technologically advanced, future home buyers will continue to demand modern amenities like the ones previously mentioned. For that reason, purchasing a new home can be a potentially profitable financial investment. Not only is a new home likely to retain its value, but it could also lead to some beneficial credits that could help lower your taxes. Whether you're interested in a permanent residence or an investment property, a new home may be just what you're looking for.

Interested in learning more about the new home opportunities in our area? I would love to sit down and discuss them with you! Give me a call at **+34 609 408 400** to hear about up-and-coming housing developments, the latest listings, or trusted contractors who could help you turn an empty plot of land into a sparkling new piece of property.

FEATURED LISTING



Sea Views Villa, Montemayor, Benahavís.

945.000 €
397 sqm built / 2.224 Sqm plot
4 bed / 3 bath

This Mediterranean style luxury villa offers fantastic views of the surrounding mountain landscape and the Mediterranean Sea. When entering this stunning property, you find yourself in an open plan dining / kitchen area, beautifully furnished with contemporary, light and modern interiors and equipped with high-quality appliances. Take in the amazing views, enjoy a dip in the pool, a barbecue, or just relax in this tranquil area.

The villa is situated in Monte Mayor, gated urbanisation with 24hr manned security and surrounded by golf courses. Once through the gate, a private driveway leads down to the entrance and the spacious double garage.

SCHEDULE A TOUR

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FEATURED LISTING



Villa Maremar, Los Flamingos, Benahavís

2.900.000 €

1.744 sqm built / 3.058 Sqm plot

7 bed / 7 bath

A spectacular architectural piece of art with views all the way out to sea for sale in los Flamingos, Benahavís. This property offers unique features as the lounge and dining areas are designed to offer space, openness and light. Furthermore, its design offers itself for out-door living as it has a large terrace with infinity pool that offers a Jacuzzi. A covered car park with room for four vehicles. This fabulous villa will captivate anyone looking to fully enjoy the Costa del Sol.

SCHEDULE A TOUR

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COOLEST WINTER LISTINGS



1 Paraiso Park Benahavis

299.000 €
3 bed / 3.5 bath
132 Sqm Built



2 Los Eucaliptos - Los Arqueros Benahavis

299.000 €
3 bed / 2 bath
102 Sqm Built



3 Monte del Golf - Rio Real Marbella

210.000 €
1 bed / 1 bath
73 Sqm Built



4

Andalucía del Mar Puerto Banús

1.299.000 €
3 bed / 2 bath
196 Sqm Built



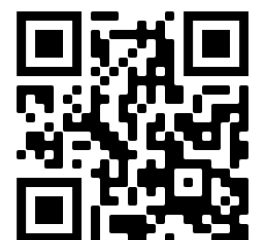
5

Las Terrazas, Pto Almendro Benahavis

945.000 €
4 bed / 3 bath
397 Sqm built

SCHEDULE A TOUR

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www.alfonsolacruz.com



More info on Listings

COMING SOON



Villa, La Quinta, Benahavís

3.249.000 €

611 sqm built / 909 Sqm plot

4 bed / 4 bath

A spectacular architectural piece of art with views all the way out to sea for sale in La Quinta, Benahavís. This property offers unique features as the al-fresco lounge and dining areas are designed to offer space, openness and light. Furthermore, its design offers itself for out-door living as it has a large terrace with infinity pool. This fabulous villa will captivate anyone looking to fully enjoy the Costa del Sol.

SCHEDULE A TOUR

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ASK AN AGENT



ALFONSO LACRUZ

“How is the activity in the actual market affecting the market price of my home?”

Here's how you can get in touch with me:

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My Web

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