

EDITION 004

Your Complete Marbella Guide

LIFESTYLE
SCHOOLS
BUYING & SELLING GUIDE
PROPERTIES
INVESTMENTS



**homerun
brokers**

Dreams don't work,
unless you do.

HOMERUN BROKERS



ESTEPONA · 33 km
SOTOGRADE · 60 km
TARIFA · 103 km
GIBRALTAR AIRPORT · 77 km

↑ RONDA · 63 km
SEVILLE · 260 km



SIERRA NEVADA · 217 km
MALAGA AIRPORT · 52 km



AFRICA · 80 km ↓

maps of
MARBELLA

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HOMERUN BROKERS | GUIDE EDITION 004

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Move to what moves you!

As we move forward on our growth journey, I'm thrilled by the milestones we've reached, from opening our new headquarters on the prestigious Golden Mile to expanding into Palma de Mallorca. In addition to this, we're bringing Marbella closer to you through our own Netflix series in 2024. This expansion shows our dedication to giving you the best service and insights into the Marbella lifestyle.

Entering our fourth year since starting Homerun Brokers, we're excited to share the latest edition of Your Complete Marbella Guide. Every year, we work hard to update this guide with the latest information for those considering Marbella as their new home.

At Homerun Brokers, diversity is key, with team members from more than eight different countries. Recognizing the challenges of moving, we've made this guide to help you settle into Marbella's vibrant life. Our in-depth look at the Marbella real estate market, combined with our expertise in residential areas and investment project management, means we can help you find your dream home, holiday getaway, or investment opportunity.

Marbella is more than just real estate; it's a lifestyle of luxury, with its great weather, outdoor activities, and stunning surroundings. We want to make sure you experience all that Marbella has to offer with our honest recommendations, free from paid advertising. Just our straightforward advice and personal suggestions, reflecting how we enjoy the Marbella lifestyle.

We're excited for you to explore this latest edition of our guide and use it as your introduction to Marbella. Here's to starting this exciting journey together!

Sincerely yours,



Eric Ebbing
Founder & CEO
Homerun Brokers

01 | The Company



Homerun Property Management



Eric Ebbing
FOUNDER - CEO

Eric, a resilient property specialist from Malmö, Sweden, values relationships and community, driving his success in Marbella's real estate market. Starting with founding 'Big Slap', a major music festival in Sweden, his entrepreneurial journey led him into real estate investment and opening Occo, a popular Lebanese restaurant in Marbella. In 2020, his experiences culminated in the founding of Homerun Brokers, showcasing his ability to innovate and lead in the property market.

Roger Widen
PARTNER - HEAD OF SALES

Originally from Stockholm, Sweden, Roger's journey took a sun-soaked turn when he began splitting his time between Sweden and Marbella in 2006. Initially steering yachts as a captain, by 2011, Roger fully anchored himself in Marbella, transitioning from the maritime world to the competitive realm of real estate at Solvilla. In 2023, Roger embraced a new role as Partner and Head of Sales at Homerun Brokers, drawn by the dynamic growth and potential of the company.



Matias Concha
PARTNER - PROPERTY BROKER

Before diving into Marbella's dynamic real estate market, Matias had an illustrious 20-year career in professional football, playing in the German Bundesliga and for the Swedish national team, and winning multiple championships with Malmö FF and Djurgårdens IF. Multilingual and worldly, Matias leverages his competitive spirit and negotiation skills to partner with clients, offering them guidance and exceptional service in finding or selling homes in Marbella's complex property landscape.



Miah Van de Bilt
PARTNER - PROPERTY BROKER

Originally from Thailand and raised in Luleå, Sweden, Miah has built a diverse career across tourism, television, and project management in several countries. This led her to settle in Spain in 2010 to focus on Marbella's real estate market, especially investment properties. Renowned for discovering exclusive off-market listings, from luxury villas to penthouses, Miah excels with her multicultural fluency and a straightforward approach, balancing professional success with her role as a mother of four.



Robert Bazo
BUSINESS EXPANSION MANAGER

Robert's unique heritage, blending Russian and Armenian roots with a Swedish upbringing, adds a distinct richness to his professional profile. With a background that includes a wide range of skills from skydiving to self-defense, and living experiences around the globe, Robert offers a flexible and innovative approach to sales. Robert is highly motivated with an unwavering commitment to excellence and a profound expertise in the Marbella real estate market.



Sarah Sorrell PROPERTY BROKER

Sarah was born in London to a Spanish mother and English father. She was lucky enough to spend all her summers in Marbella when growing up. Later in life, when the opportunity arose, her background in sales and marketing in London brought her to Marbella permanently to start her career in real estate where she now has over 20 years of experience.



Cristina Barroso PROPERTY BROKER

Originally from Valencia, Spain, Cristina found her calling in Marbella, instantly recognising it as her place to thrive. With a passion for exploration, she traveled the globe, living in six countries over five years, enhancing her skills in sales, marketing, and luxury industries, all while completing her MBA. Now a committed property consultant in Marbella, her global experience and dedication to growth render her indispensable in navigating the dynamic real estate market.



Rahel Smiljanic PROPERTY BROKER

Rahel, originally from the picturesque Swiss Alps of St. Moritz, traded the mountains for the Mediterranean in 2021. With a background in sports science and the wellness industry, she blends her passion for health and well-being with real estate, offering meticulous and client-focused property searches. Fluent in German and English, Rahel's entrepreneurial spirit and commitment to her clients' dreams make her a valuable guide to finding the perfect Marbella home.

Jessica Hammargren PROPERTY BROKER

Originally from Stockholm and with an academic background from UCLA in Business and Digital Marketing, Jessica has transitioned from marketing roles in Los Angeles to Marbella's real estate market. Her 12 years of experience in marketing fuel her sales, allowing her to connect with clients not just on a transactional level but by integrating them into the Marbella lifestyle.



Ermira Buja PROPERTY BROKER

After being born and raised in Switzerland, Ermira and her husband settled in Marbella in 2021 to start a new life by the Mediterranean. Ermira provides invaluable advice to her clients, guiding them towards finding their ideal property. Fluent in French, Albanian, English, and German, Ermira leverages her linguistic abilities and passion for real estate to expertly navigate Marbella's property landscape.

Anna Wollin SALES ADMIN

Anna's transition from Stockholm to Marbella at a young age set the stage for a life rich in diversity. Fluent in English, Spanish, and Swedish, thanks to her education at a private English college in Marbella, Anna leveraged her linguistic skills in a real estate career now spanning over three decades. With her extensive experience and deep understanding of the Marbella market, Anna brings a thorough skillset to Homerun Brokers.



Homerun Marketing Department



Jennifer Rocamora
HEAD OF MARKETING

Jennifer, a Marbella native with Dutch origins, brings over ten years of marketing and communications expertise to the Homerun Brokers team. With a background that includes a BA Hons in Fashion Merchandising Management from the University of Westminster and experience in PR at Condé Nast in Mexico City, she skilfully leads the brand's efforts in achieving excellent marketing outcomes. Fluent in Spanish, English, Dutch, and French, Jennifer combines her local insight with creativity, enthusiasm, and strong leadership abilities.

Rafkat Rafikov
MARKETING STRATEGIST

Rafkat Rafikov is a seasoned marketing strategist known for his innovative digital strategies which has led to several awards. His early engagement with technology, including a viral video at fourteen, laid the foundation for his success. Beginning his career in web design at nineteen, Rafkat led a team through a pivotal digital transition at Drumelia. Rafkat excels in using advanced digital tools and platforms, driving online engagement and conversions through creative marketing strategies that emphasise luxury and lifestyle.



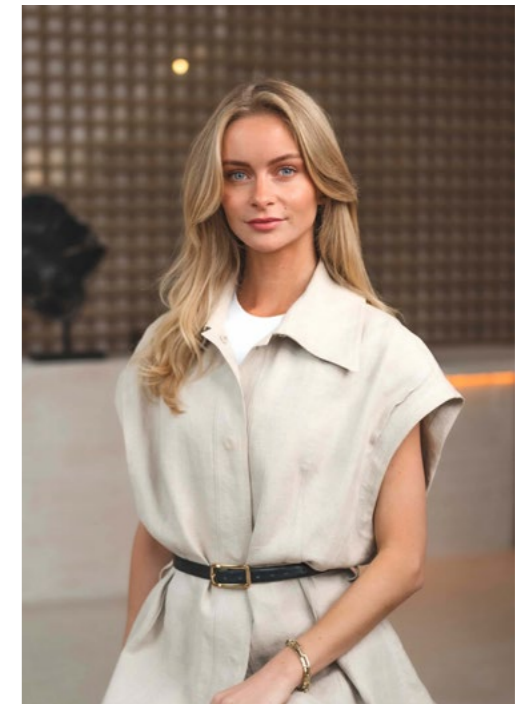
Tessa Arts
DIGITAL SPECIALIST

Tessa, born in Malaga to Dutch parents, has been a key member of the Homerun team since 2020, specialising in digital marketing, social media, and creative content strategies. With a diverse background in event planning, fashion, and modelling, she brings a wealth of experience to promoting Marbella's luxury lifestyle digitally. Her innovative approach and fluency in Dutch, Spanish, and English keep Homerun's online presence fresh and engaging.



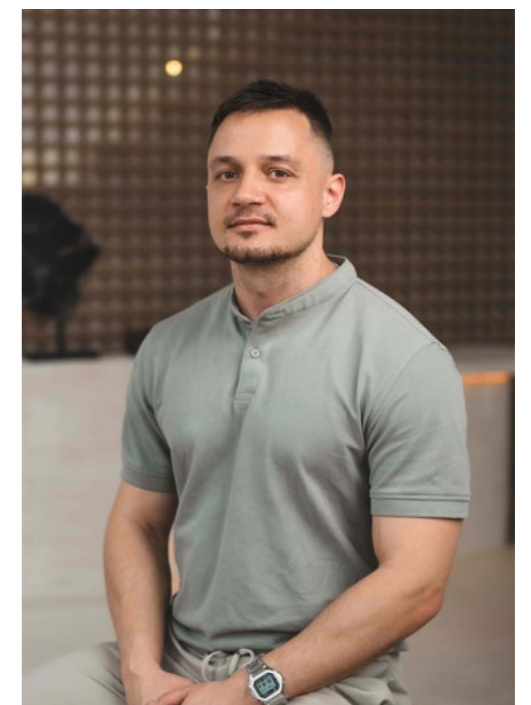
Blaz Rogelsek
CONTENT CREATOR

Blaz was born in Slovenia and discovered his passion for videography at the age of 17. This passion took him on a journey that led him through Ukraine and Cyprus before he settled in Spain. At Homerun Brokers, he leverages his rich background to produce captivating video content that vividly tells the story of our properties, our company and our employees.



Maria Malmström
MARKETING COORDINATOR

Maria, originally from Malmö, has spent over a decade living between Sweden and Marbella. She possesses a unique blend of international insight, having initiated her academic journey in business studies in Santa Barbara, California. Thereafter, she earned a Bachelor's Degree in PR, Marketing, and Advertising from Edith Cowan University in Perth, complemented by a Berghs Bachelor from Berghs School of Communication in Stockholm.



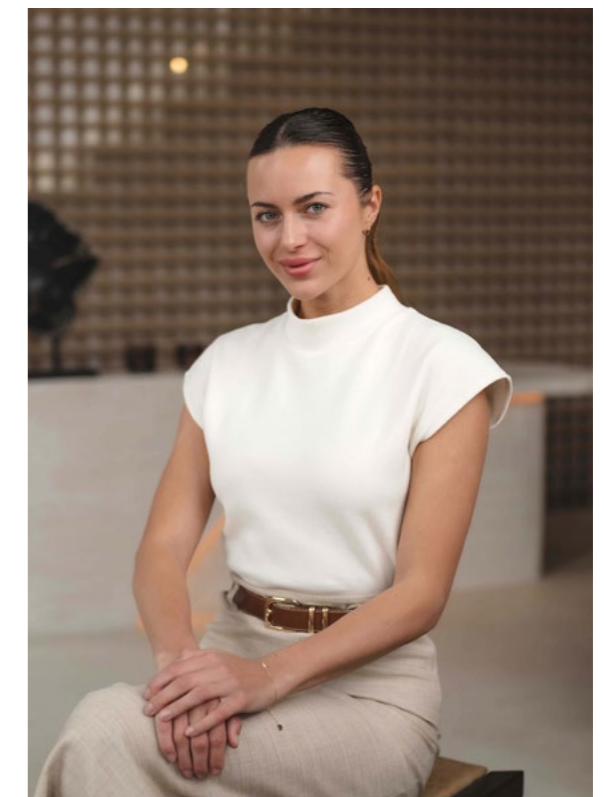


Homerun Rental Department



Bohdan Bilei
RENTAL BROKER

Originally from Ukraine, Bohdan pursued his education there, earning both his bachelor's and master's degrees before relocating to Spain. With a black belt in Taekwondo, he embodies discipline and a well-balanced lifestyle, values that translate into his professional life. Fluent in Ukrainian, Russian, and English, and possessing a solution-oriented mindset, Bohdan brings creativity, dedication to excellence, and a passion for continuous growth to the rental department.



Iris Abdullajev
RENTAL BROKER

Originally from Estonia, Iris was captivated by Marbella's allure in 2022. With dual degrees in project management and law, and experience with a leading real estate developer in her hometown, Iris brings a wealth of knowledge and a passion for growth to Homerun Brokers. Her global travels, fluency in Estonian, English, and Russian, and unwavering commitment to learning and facing new challenges enrich her professional endeavours and client interactions.

Homerun Developments



Christopher Fäldt
PARTNER - HEAD OF DEVELOPMENTS

Christopher, originating from Helsingborg, Sweden, is a multilingual entrepreneur and project manager with a rich history of leading over 50 projects in Germany and Spain, and launching, buying, and selling more than 15 companies. His global journey, fuelled by a passion for languages and cultures, has made him a key figure in connecting diverse markets and pioneering innovative projects.

Anna Tannergård
PROJECT CONTROLLER

Anna Tannergård, originally from Stockholm, Sweden, has been drawn to Marbella's vibrant lifestyle after spending over five years at her vacation home in the area. Her longstanding passion for luxury real estate and architecture led her to permanently relocate to Marbella in 2024. Known for her perfectionism and meticulous attention to detail, Anna combines her ambitious spirit with a deep love for gastronomy and culture.



Zaida Gomez
SENIOR PROJECT MANAGER
- TECHNICAL ARCHITECT

Born in Elche, Alicante, Zaida embarked on her architectural journey inspired by her grandfather, leading her from the University of Alicante to Copenhagen, and onto Madrid for a master's in Interior Design. Her career took her from a technical architect role in Peru to managing developments of up to 187 homes in Marbella and Sotogrande. Despite a brief interlude traveling across Asia and Australia, Zaida's resilience and network have solidified her position in Marbella, embodying Homerun's ethos of excellence and ambition.



Samuel Sanz
PROJECT MANAGER

Originally from Valladolid, Samuel's childhood passion for architecture and luxury real estate propelled him to study architecture at the University of Valladolid, to later gain professional experience in Valladolid, Madrid, and Marbella. His extensive work with international clients and luxury architectural projects showcases his prowess as a Project Manager, Designer, and Advisor.



Luisina Marchiori

INTERIOR DESIGNER

Luisina, an architect and interior designer born in Argentina with Italian nationality, brings a fusion of global influences and personal passion to her work. With a background in Architecture from the University of Mendoza and further architectural studies, Luisina specializes in both commercial and residential interior design. She believes in the transformative power of organized, well-furnished spaces enriched with harmonious colors to uplift one's energy.



Youness Aghrabi

SITE MANAGER

From Stockholm, Sweden, Youness combines his expertise as a construction engineer and project manager with a passion for architecture and luxury properties. Educated in engineering and project purchasing at the Stockholm School of Economics, his career took off in Stockholm's construction industry before extending to Marbella. Renowned for his meticulous, solution-oriented approach, Youness has successfully led numerous projects, ensuring excellence in every endeavor.



A word with
**ROGER
WIDEN**

PARTNER & HEAD OF SALES



Roger Widen was born and raised in Stockholm, but in 2006, driven by a desire for change and equipped with captain skills perfected in the Swedish Marines, he embarked on a new path. His expertise in navigating waters led him to Marbella where he initially worked as a yacht captain, and later met his wife and started a family.

In 2011, amidst the aftermath of the 2008 financial crisis, Roger made a strategic move into real estate in Marbella. His timing was impeccable. As one of the few Swedes in the local real estate market, he capitalised on the strong Swedish crown, attracting numerous Swedish buyers. His journey in real estate began in challenging times, with the market still reeling and prices falling until 2014. This challenging start provided Roger with invaluable experience, learning the ropes in a market set against the wind.

After working in real estate at Solvilla for a decade, Roger wanted a fresh challenge and just then, he met Eric Ebbing - Founder & CEO of Homerun Brokers. Their similar mindset and goals is what then made Eric welcome Roger into the company as Partner and Head of Sales. Roger plays a key role in the company's growth by sharing his excellent knowledge and experience.



We sit down with Roger Widén, the newly appointed Partner & Head of Sales at Homerun Brokers. In this interview, we dive into Roger's vision for the company and gain insight into his strategic direction as he embarks on this exciting journey with us.

On the question of what motivated Roger to join Homerun Brokers as Head of Sales, he explains that this decision was rooted in his two core passions in life; real estate and building or developing businesses. Throughout his career, Roger has engaged in various facets of real estate, from development and investment to asset management and sales. This diverse experience has not only deepened his love for the real estate process, but has also developed extensive skills in building and improving business processes and routines.

"Homerun Brokers is on a very exciting journey, coming from basically nowhere and in three years becoming a major brand in Marbella. I wanted to be part of that journey. And based on my experience, I know that I have a lot to give to this company. And of course, I mean, the team... They're great people. I wanted to be part of this team."

Teamwork makes the dream work!

We asked Roger what made Homerun Brokers stand out for him, as an outsider looking in, before joining the team, and he explained:

"Well, I mean, first of all, it's been very difficult to miss Homerun Brokers. Marketing has been extremely good. Fresh, new, something different that no one else really does. But then from where I was, I've been doing deals with brokers at Homerun Brokers, and it's been really smooth. I've seen how well the team at Homerun Brokers takes care of clients. Marketing is really important, but on top of that comes service level, to actually follow through with the clients and keeping that service at the highest level. In the end, any company can do a lot of marketing, but if you don't do business, you're not getting anywhere."

As someone with over a decades insight into the Marbella real estate market, we asked Roger where the current market stands and where he sees Homerun Brokers positioned in this current market.

"Right now, I would say the market is strong. It's positive. We have to remember that we're coming out of something unique during Covid. After Covid, the market was stronger worldwide than it's ever been. And many think it's ever going to be. So we have to compare it with the time before Covid. We've had a few really good years in 2021 and 2022. But Homerun Brokers proved to do extremely good in 2023 also, when a lot of companies backed on their numbers. Homerun Brokers had an increase with 50 percent, which is stunning. That's really well done. And that only comes from hard work."

Roger continues by explaining that 2024 will bring many new opportunities that will cement Homerun Brokers position on the market even further, such as the opening of the new headquarters on the Golden Mile, the inauguration of the first office in Palma de Mallorca and the company's very own Netflix show.

"We've got the Netflix show that's airing 2024 which is of course going to bring a lot more attention to our brokers and everyone in the company. So we have a very exciting year to look forward to"

Roger joined Homerun Brokers in the middle of filming for the Netflix show which was quite an unusual situation to walk in to. Meeting the whole team for the first time with cameras rolling was not something he would have imagined a few years back, but Roger embraced the experience and enjoyed it.

In regards to the two new offices opening in 2024, Roger sees these as crucial steps in order for Homerun Brokers to continue fortifying its relationships with clients and collaborators.

"We are really excited to welcome our clients into our new space on the Golden Mile that we have created in collaboration with Slettvoll. This space perfectly reflects the high level of brand experience we want to provide for both our clients and employees."

Roger explains that opening an office in Mallorca has been on Homerun Brokers founder, Eric's, mind for a long time. Mallorca has a strong real estate market, and the client synergy in addition to the proximity between Marbella and Mallorca made it the next suitable step in Homerun Brokers expansion.





Bringing it back to the Marbella real estate market, we asked Roger for his opinion on the impact of Homerun Developments entry on the market and what this means for Homerun Brokers.

"The benefit with Homerun Developments is that we are able to produce the product that our clients are looking for. We control what we are doing, how we are doing it, the execution level, the quality level, and making sure we create good homes that our buyers are actually asking for. So obviously for Homerun Brokers, we are going to have the product our clients are looking for, and we can assure them that they are really good quality because we created them ourselves."

Rounding up "A Word With Roger", we decided to ask him for advice on three commonly asked questions.

What is your best advice to someone who is looking to buy a property in Marbella?

"My advice for anyone that's looking to buy something in Marbella is to pick your agent. It's a bit of a jungle here. Other markets are easier to navigate on your own, but in Marbella, find an agent that's looking out for your interests and is asking you the right questions. That is not only what budget you have, but basically what kind of life do you want to live? What does your family look like? What do you want to do in your spare time? How do you see your life in Marbella?"

Find an agent that cares about you more than only making a deal, and stick to that agent, because they will go through fire to find you the right property.

In Marbella, I would say 80% of all transactions are done between two agents. One agent representing the vendor, and one agent representing the buyer. What the buyer's agent does is basically taking you to all listings, handle all the contacts with the different listing agents, recommending lawyers, finance, show you their favourite grocery stores and so on. A good agent will help you have a smooth overall experience which is why it is the most important advice when entering the Marbella property market."

What is your best advice to someone who wants to become a successful real estate agent?

"So first of all, if you want to get into real estate, there are two different ways. You can do it half time, but you will get half results. If you want to be one of the best, it's a lifestyle. It's not just a job. It's 24/7. If you want to get into the business, what I wish I learned earlier, is find someone that's good at what they're doing. Work with them, even if it's as an assistant or a helping hand, but get close to someone that's really good at what they are doing and learn. Just the value of being in the same room as a top producing broker and their clients, listening into their conversations is worth gold."

What is your best advice for someone who's is thinking of moving to Marbella?

Just do it. I really doubt that you are going to regret it. Just pack your bags and move here. If you are not ready to commit to purchasing a property, our rental department is here to assist you. I do not see myself ever moving back to Sweden, so just do it!

*"The dream is free,
the hustle is sold separately".*

Roger Widén



Homerun Broker's Golden Mile Office

We are proud to introduce our new Homerun Brokers headquarters, situated on the prestigious Golden Mile near the Marbella Club Hotel. This significant expansion reflects our growth and dedication to excellence. Our space has been crafted by **Homerun Developments** in collaboration with Norwegian brand **Slettvoll**, renowned for their high-quality bespoke furniture and Scandinavian design. In addition to this, we are partnering with Belgian brand **By Eve**, known for their exquisite light fixtures. These brands perfectly align with our ethos of luxury and quality, embodying the shared tastes of our clientele.

A SPECIAL COLLABORATION WITH

Slettvoll

BESPOKE FURNITURE AND CUSTOMIZATION

Slettvoll's bespoke furniture plays a crucial role in tailoring our office to reflect both functionality and aesthetics, ensuring every piece complements the unique character of our spaces. The Slettvoll production process begins with the selection of premium materials, sourced sustainably to ensure both quality and environmental responsibility.

Skilled artisans then bring the designs to life, employing traditional techniques alongside modern innovation. From intricate woodworking to precision upholstery, every detail is carefully considered to achieve the perfect balance of form and function. Slettvoll does not pre-produce any furniture; everything is produced upon order, facilitating a customisable process for the client. The result is timeless furniture that embodies the essence of luxury and sophistication, tailored to the individual tastes and preferences of each client.



PARTNERSHIP AND DESIGN PHILOSOPHY

The partnership with Slettvoll and By Eve has been instrumental in realising our vision for a space that merges top-tier luxury with a welcoming atmosphere. The design process began with a carefully chosen color palette that incorporates our brand's earthy colors alongside the natural stone of the walls, creating a sophisticated yet inviting work/home environment.

By Eve's stunning light fixtures add a touch of elegance and ambiance, illuminating the space with their unique designs and craftsmanship.



LISE-LOTTE NYDAHL
INTERIOR DESIGNER

BIRGITTE MORGAN LOVEN
INTERIOR DESIGNER



HOMERUN BROKERS HEADQUARTERS

The office layout is deliberately planned to enhance collaboration. The sales team's area on the first floor is designed to encourage open discussion and idea exchange, similar to a family gathering in a living room, promoting a cohesive team dynamic. The office also includes dedicated spaces for marketing, development, conference rooms, and a founders' office, each crafted to inspire and facilitate productivity.

As we open the doors to our new headquarters, we invite you to experience a space that not only represents Homerun Brokers' ethos but also stands as a testament to our commitment to providing exceptional environments for our clients, employees, and partners. Welcome to the future of Homerun Brokers, where luxury and professionalism meet on the Golden Mile.

Our favourite villas sold in 2023

SCORING HOMERUNS IN LUXURY LIVING



VILLA BELLINI
NUEVA ANDALUCIA
5 BEDS | 5 BATHS | 1.253 M2 PLOT | 444 M2 BUILT
REF: HRB-00174P | € 3.995.000



CASA JUNI
LA QUINTA, BENAHAIVIS
7 BEDS | 5 BATHS | 3.500 M2 PLOT | 920 M2 BUILT
REF: HRB-00003P | € 5.595.000

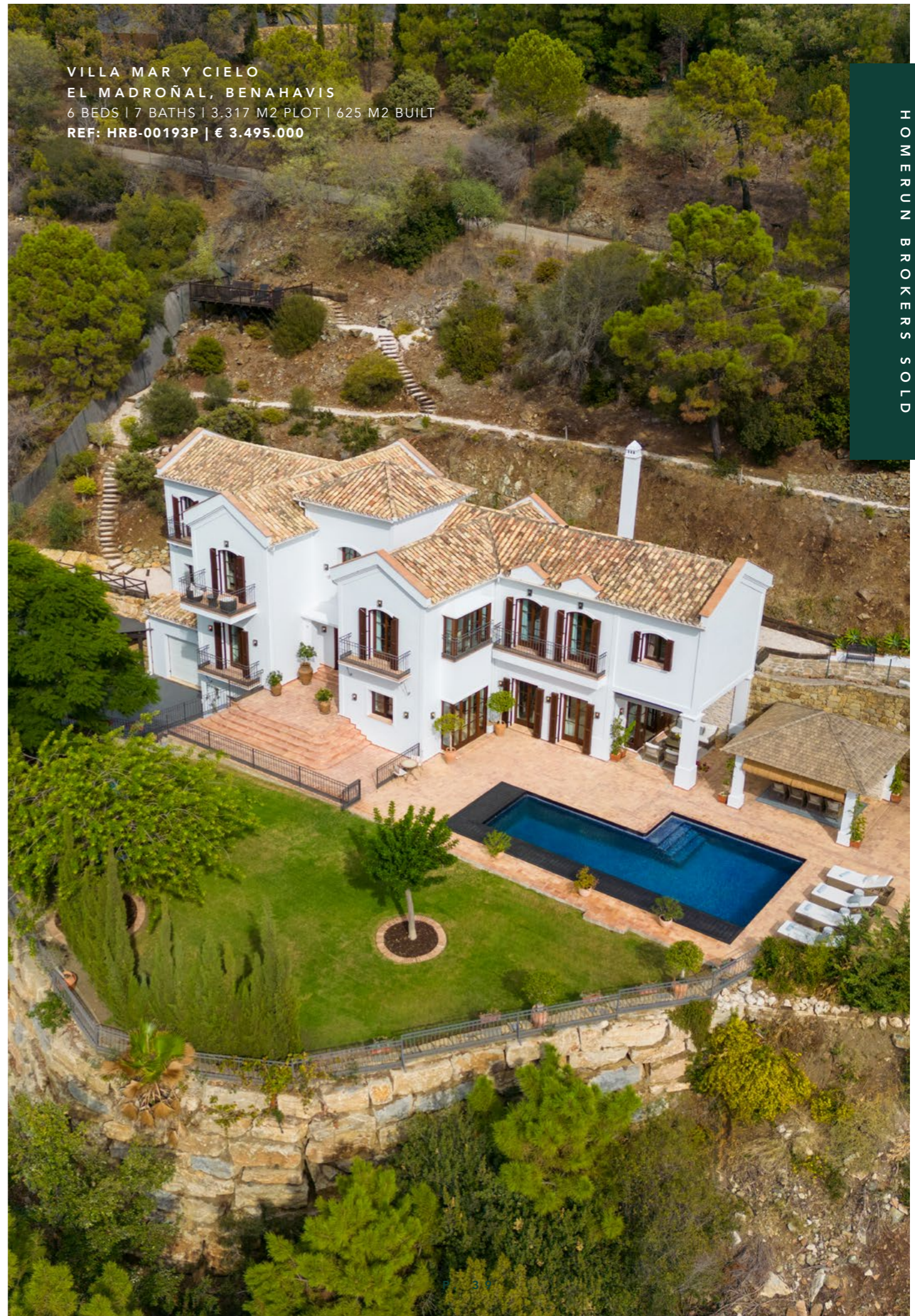
HOMERUN BROKERS SOLD



VILLA HARMONIA
SAN PEDRO BEACH
6 BEDS | 6 BATHS | 1.000 M2 PLOT | 445 M2 BUILT
REF: HRB-00134P | € 4.495.000



VILLA THE NEST
LA QUINTA, BENAHAIVIS
5 BEDS | 8 BATHS | 1.754 M2 PLOT | 548 M2 BUILT
REF: HRB-00186P | € 5.195.000



VILLA MAR Y CIELO
EL MADROÑAL, BENAHAIVIS
6 BEDS | 7 BATHS | 3.317 M2 PLOT | 625 M2 BUILT
REF: HRB-00193P | € 3.495.000

HOMERUN BROKERS SOLD



02 | The
Marbella
Lifestyle

La Buenavida

The glamorous Marbella lifestyle, often perceived as effortlessly chic to newcomers, is underpinned by a rich and dynamic history. Today, Marbella is emblematic of opulence and exclusivity, attracting a sophisticated international clientele to its sun-drenched shores.



MARBELLA CLUB HOTEL IN 1940s

FROM FISHING VILLAGE TO LUXURY DESTINATION

Marbella's journey to becoming a luxury hotspot

began when it captured the attention of affluent travellers seeking a private and picturesque escape. By the 1970s, Marbella was already emerging as a notable resort destination. However, it was during the 1980s that its reputation was firmly established. This era marked a surge of investments from both Spanish and international developers, drawn by the city's potential for luxury tourism. The transformation of Marbella was largely fueled by the visionary ambitions of local entrepreneurs and global investors who recognised the possibilities beyond this traditional Andalusian fishing village. Together, they shaped a cosmopolitan paradise, developing elegant architecture and world-class amenities to reflect pure luxury.

The presence of iconic figures—celebrities, royalty, and business tycoons—frequenting its elite clubs and strolling through its boulevards further enhanced Marbella's appeal. This evolution turned Marbella from a tranquil coastal fishing village into a vibrant rendezvous for the world's elite, setting the stage for its current status as a prime destination for high society and leisure.



ELSA MOONEN

KING CARL XVI GUSTAF OF SWEDEN

THE STORY BEHIND THE PIONEERS

MARBELLA CLUB RESORT

PRINCIPE ALFONSO DE HOHENLOHE

Marbella was a small town of just 900 residents in 1946 when **Prince Alfonso de Hohenlohe**, inspired by the scenic La Concha Mountain, bought a large plot of land. Here, he established a home and attracted notables like the **Rothschilds** and **Thyssens**, setting the foundation for the Marbella Club. Utilizing his high society connections from the US, Alfonso brought celebrities such as **Ava Gardner**, **Grace Kelly**, **Audrey Hepburn**, and **Brigitte Bardot** to The Golden Mile.

His 1955 wedding to Princess Ira von Fürstenberg, attended by European nobility and global stars, spotlighted Marbella as a luxury destination. Alfonso later transformed a modest motel into the prestigious Marbella Club, with his cousin, Count Rudi, who is still the general director to this day, solidifying Marbella's status as a hub of glamour and luxury.

PUERTO BANÚS

JOSÉ BANUS

José Banús, a key figure in Spanish development and a close friend of General Franco, was instrumental in transforming Marbella into a luxury hotspot through his creation of Puerto Banús, now one of the world's most exclusive marinas. Inspired by the allure of the successful Marbella Club, Banús, started developing a former sardine fishing village into a glamorous destination in the late 1960s. He meticulously crafted a sophisticated harbour filled with upscale shops, restaurants, and nightclubs, specifically designed to attract the wealthy and famous.

The marina's **grand opening in 1970** was a spectacle of luxury, attended by celebrities and royals, including the **Aga Khan** and **Hugh Hefner**, and featured a performance by the iconic **Julio Iglesias**. Today, Puerto Banús is not only known for its luxury yachts and designer boutiques but also for hosting extravagant events and being a favored spot for car enthusiasts to showcase extravagant vehicles.



GRACE AND REINER III OF MONACO WITH JOSE BANÚS AT THE INAGURATION



GUNTHER SACHS BIRGITTE BARDOT PRINCE ALFONSO DE HOHENLOHE



PUERTO BANÚS IN THE 1970s



PUERTO BANÚS IN THE 2020s

MARBELLAS MAYOR "EL PIONERO"

JESUS GIL

Marbellas transformation is largely thanks to Jesús Gil. A business tycoon in the construction industry, chairman of **Atlético Madrid Football Club** and controversial mayor from 1991 to 2002. Gil's dynamic leadership transformed the city despite his brusque personality and involvement in corruption scandals. His 1995 campaign to revitalise Marbella included painting the town, improving public services, and enhancing the infrastructure with new landscaping and public art, such as several pieces by Salvador Dali that still adorn the city. These changes, combined with his knack for attracting investors and high-profile personalities, injected a show business-like spectacle into Marbella, significantly boosting its appeal as a glamorous international resort.

Gabriel Rocamora

1946 - 2024



FROM THE ARCHIVES OF AN ENTREPRENEUR

In the 1980s, a host of socialites and entrepreneurs significantly influenced Marbella's evolution into a top luxury destination. **Olivia Valere**, who opened an iconic nightclub, and **C. De Salamanca**, a major luxury car dealer, enhanced the city's high-end allure. Prestigious spots like **Puente Romano Resort** epitomised upscale leisure, while families like the **Ashmawis** boosted its cultural and economic landscape. Notables such as **Ricardo Soriano**, for whom Marbella's main avenue is named, and aristocrat **Gunilla Von Bismarck**, renowned for her lavish parties, were key in molding Marbella's social and architectural identity, securing its status as a retreat for the global elite.

A dynamic entrepreneur from Benidorm, **Gabriel Rocamora**, had his first connection to Marbella when he was invited to the 25th anniversary of the Marbella Club Resort accompanied by his partner **Elsa**, whose flair for fashion and elegance matched the jet-set lifestyle.

Rocamora quickly became ingrained in the social playground of Marbella. It was at one of these glamorous parties that he met **Sean Connery**. This encounter inspired Rocamora to relocate permanently to Marbella, where he invested in several properties and opened his first store in Puerto Banus. Over the past 40 years, Rocamora had not only established deep roots in Marbella but has also played a crucial role in its development into a luxury destination, believing in and investing in the city long before its potential was fully recognised.

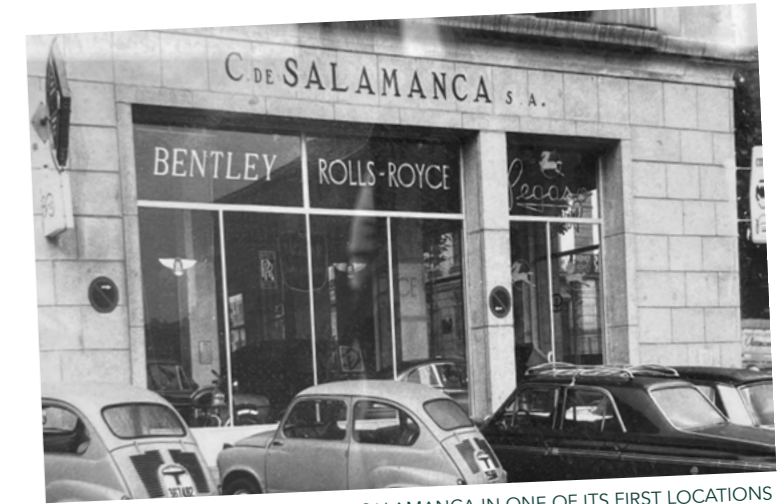


Jennifer & Gabriel Rocamora



BJÖRN BORG OUTSIDE OF PUENTE ROMANO RESORT IN 1980s

Gabriel Rocamora often fondly recounted a story that highlighted one of his most admired figures in Marbella, **Don Jaime de Mora**, known as the king of the night. Don Jaime's influence extended deep into Marbella's social circles; he served as **Adnan Khashoggi's** secretary, a Saudi Arabian businessman renowned for his wealth and power. Khashoggi was an arms dealer known for his extravagant lifestyle, which included owning opulent estates. In the 1990s, he sold these properties, which were transformed into the now prestigious residential areas of **La Zagaleta** and **El Madroñal**. Khashoggi's villa, famous for hosting lavish parties that attracted celebrities, business magnates, and political figures worldwide, also featured unique elements like his pet panther that mingled freely with guests. This villa has since been repurposed into the refined clubhouse of the **La Zagaleta Golf Club**.



C DE SALAMANCA IN ONE OF ITS FIRST LOCATIONS

"What we have achieved in Marbella is a tale of ambition. You must believe in your vision. Ultimately,

...What will be, will be!

- GABRIEL ROCAMORA



OLIVIA VALERE



GUNILLA VON BISMARCK

KIMERA

GABRIEL'S WIFE ELSA

Hotels

Where to stay

Puente Romano Resort

GOLDEN MILE

Marbella's most sought-after beach resort, Puente Romano, offers a white-washed village atmosphere where you can indulge yourself in world-class spa and wellness facilities.

Enjoy the open-air courtyard - perfect for cocktails and catch ups, botanical gardens, renowned tennis courts and a choice of almost 20 different restaurants.

@puenteromanoresort

Bulevar Principe Alfonso Von Hohenlohe,
S/ N, 29602 Marbella, Málaga



Boho Club

GOLDEN MILE

Boho Club is a unique and distinctive boutique resort, designed to appeal to discerning travellers looking for a vibrant and luxurious setting for their stay.

Décor, food and atmosphere are perfectly combined to provide an exceptional experience.

@bohoclubmarbella

Bulevar Principe Alfonso Von Hohenlohe,
S/ N, 29602 Marbella, Málaga

Marbella Club Resort

GOLDEN MILE

Marbella Club is a luxury beach resort located on Marbella's exclusive Golden Mile. Renowned for its sophisticated atmosphere and top-tier amenities, guests can indulge in world-class dining, relax in the lush gardens, or unwind by the sea, enjoying the perfect blend of luxury and comfort in one of Marbella's most exclusive locations.

@marbellaclubh

Bulevar Principe Alfonso Von Hohenlohe,
S/ N, 29602 Marbella, Málaga



Villa Padierna

LOS FLAMINGOS

Immerse yourself in the classical style of Anantara Villa Padierna Palace Resort. The hotel is an elegant sanctuary surrounded by three golf courses, a tranquil lake, luxurious spa, Roman amphitheatre and more than 1,200 original works of art.

@anantaramarbella

Urb. Los Flamingos Golf, Carr. de Cádiz,
Km. 166, 29679 Marbella, Málaga

Food

Our favourite places

Rachel's Eco Love

PUENTE ROMANO

For those who prioritize wellness and enjoy a sustainable lifestyle, Rachel's Eco Love in the Puente Romano Resort is a must-visit. Renowned for its commitment to health-conscious cuisine, the café offers a variety of organic and nourishing dishes, perfectly complementing its environmentally friendly ethos.

The venue is beautifully designed with colourful elements, creating a serene atmosphere next to one of the resort's pools.

@rachelsecolove

Healthy choices



Paisana

NUEVA ANDALUCÍA

For all coffee lovers, we recommend Paisana. Not only are they known for having the best coffee in town, but their passion for food and wellbeing is translated into the dishes. The atmosphere is chilled, inspired by the natural design, and the stunning terrace has a gorgeous view to La Concha mountain and the coast. With its easy access, it is also very family-friendly.

Homerun tip: Don't miss their Sunday brunch. Get together with friends and join the DJ playing good beats in the sun with the most fantastic view over the coast. Heaven!

@paisanamarbella

Keto Royale

SAN PEDRO ALCÁNTARA

If you are passionate about taking care of your health, but don't want to miss out on your favourite dishes, Keto Royale is the place to be. This daytime restaurant is 100% sugar and gluten free, serving everything from smaller keto treats to the perfect breakfast or lunch. It is the ideal little pick-me-up or after school treat for your kids.

@ketoroyalekafe



Soul by Breathe

SAN PEDRO BEACH

Soul is a stylish lounge, bar and eatery from the creators of BREATHE found in Nueva Alcántara Club. A new-style environment where you can start the day with healthy snacks, pure natural coffee and fresh juices.

@soul_nueva_alcantara



OUR FAVOURITE RESTAURANTS

Dine by the Beach

MC Beach

GOLDEN MILE

This beach bar and restaurant is designed to offer a seamless blend of elegance and relaxation, capturing the essence of the Mediterranean with its blue and white design. MC Beach is famed for its innovative approach to traditional dishes, particularly its 'seafood symphony', which is a must-try for any visitor.

Homerun tip: Enhance your visit to MC Beach by exploring the Marbella Club Hotel's other luxurious amenities, including their world-renowned spa and wellness facilities, for a day of ultimate relaxation and pampering.

@marbellaclubhotel_mcbeach



El Ancla

SAN PEDRO ALCÁNTARA

El Ancla restaurant is on the beachfront in San Pedro and designed in such a way that you feel as if you're on a boat. This restaurant's menu offers high-quality Mediterranean classics and the best seafood in the area. It's perfect for a tranquil family lunch with its mix of lively buzz and peaceful sounds from the waves in the background. This is the best restaurant we know for delicious 'pescado a la sal', typical Spanish salt-baked fish.

Homerun tip: Book a sunbed and spend the day relaxing at El Ancla, offering both direct beach access and a large saltwater pool.

@anclaseabridge

La Cabane

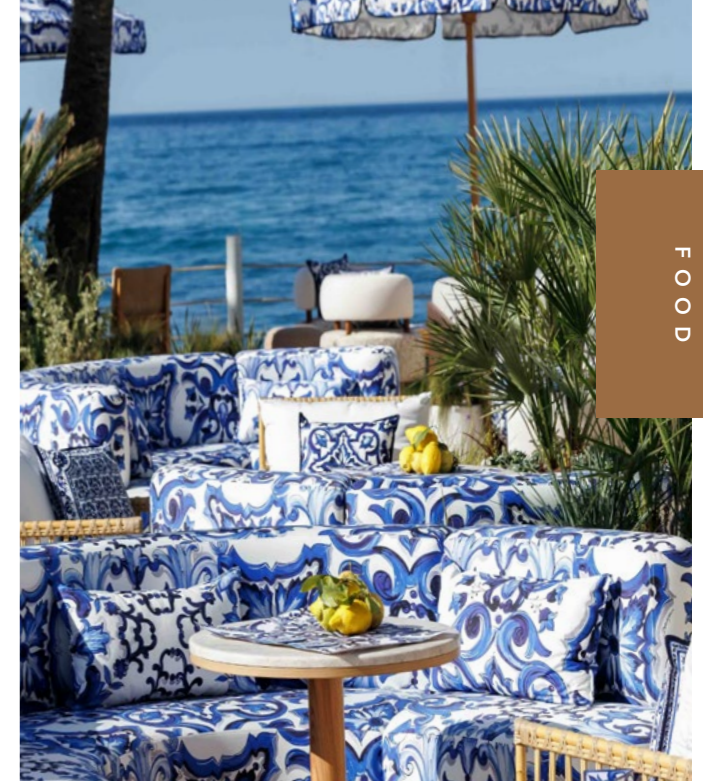
LOS MONTEROS

La Cabane Beach Club offers an immersive Dolce & Gabbana experience by the beach. With its panoramic views of the Mediterranean Sea and sophisticated design, La Cabane provides a luxury beach club experience completely dressed in Dolce & Gabbana. The club's cuisine is a celebration of Mediterranean flavours, featuring the finest seafood and seasonal ingredients crafted into elegant dishes by Dani García.

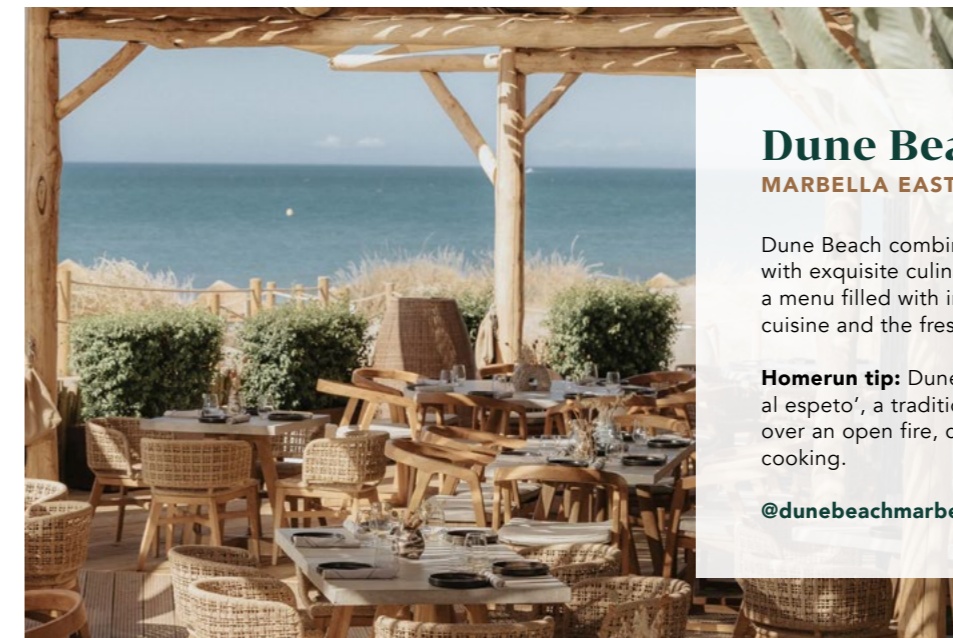
La Cabane is renowned for its exquisite 'arroz caldoso', a rich and flavourful Spanish seafood rice dish.

Homerun tip: Visit the Dolci room, decorated from floor to ceiling in Dolce & Gabbana's signature pattern, and order their delicious desserts.

@lacabanebeachclub



FOOD



Dune Beach

MARBELLA EAST

Dune Beach combines the serene beauty of the beach with exquisite culinary delights. This restaurant offers a menu filled with innovative takes on Mediterranean cuisine and the freshest local seafood.

Homerun tip: Dune Beach is known for its, 'mariscos al espeto', a traditional method of grilling seafood over an open fire, capturing the essence of Andalusian cooking.

@dunebeachmarbella

El Chiringuito

GOLDEN MILE

A sublime blend of laid-back luxury and culinary excellence on the beach. El Chiringuito's menu features an array of fresh seafood, organic produce, and artisanal ingredients in every dish. A standout feature of El Chiringuito is its commitment to quality and innovation, last year they did a collaboration with Fendi Casa, dressing the interiors and menu in Fendi.

Homerun tip: For a truly unforgettable day, make sure to take advantage of El Chiringuito's beach services, including luxurious sunbeds and bespoke cocktails.

@elchiringitomarbella



Cappuccino

GOLDEN MILE

Cappuccino Grand Café offers a premium beachfront experience right on the Golden Mile promenade. This café is celebrated for its superior service and a menu featuring natural ingredients, gourmet coffees, and a variety of international dishes. Guests can relax on elegant sunbeds by the sea or on the large terrace, enjoying the gentle breeze and the café's relaxed yet upscale atmosphere.

Homerun tip: Continue your day at Cappuccino by dining one floor above on the terrace of Tahini, serving amazing sushi and Japanese cuisine!

@cappuccinograndcafe





OUR FAVOURITE RESTAURANTS



Jardins Sur Mer

PUENTE ROMANO RESORT

Jardins Sur Mer, located in the Puente Romano Resort, offers a premium beachfront dining experience adjacent to Sea Grill. Known for its exquisite sushi and Japanese cuisine, it features stunning Mediterranean views, making it perfect for romantic dinners and casual gatherings.

Specialties, also available to Sea Grill customers, are prepared directly in this beachside location. Chef Oikaya Ryohei leads the team, ensuring every bite is a delight with his precision and use of quality ingredients, served in a setting that blends nature with modernity.

The restaurant emphasizes high-quality, diverse products, including fresh seafood, local ingredients, Wagyu beef, and a wide array of sushi, sashimi, and nigiri. Jardins Sur Mer is a go-to place for traditional Japanese cuisine, combining great service with exceptional culinary expertise.

@jardinsurmer



Where to Savour & Sip



Occo Marbella

NUEVA ANDALUCIA

OCCO has become one of the most sought after Dinner Club experiences on the Costa del Sol. A Lebanese cuisine restaurant that will enchant you with a magical atmosphere, personal service and unique entertainment.

At OCCO Marbella, you will enjoy a Lebanese cuisine consisting of a wide variety of hot and cold mezzeh, prepared daily, with the freshest ingredients. In Lebanon it's customary to share. Therefore, OCCO has created the perfect combination of menu options and dishes designed for you to do just that, whilst bringing you a true, authentic and warming touch of Beirut!

@occomarbella

Leña, Dani García

PUENTE ROMANO, GOLDEN MILE

Leña is a steakhouse offering diners an irresistible combination: Dani García's skill balanced with honest respect for the produce. It serves a menu focused both on the raw ingredient and how it cooks on the grill and the chef's personal style and international experience.

@lenadanigarcia



Coya

PUENTE ROMANO, GOLDEN MILE

Taking guests on an immersive journey for the senses, COYA Marbella prides itself on its innovative menus which fuses traditional Peruvian dishes with Japanese, Chinese and Spanish cooking techniques. Showcasing complexity and intensity in its flavours, yet simplicity in its execution and presentation. Drawing inspiration from the oldest bars in Lima, the COYA Marbella Pisco Bar provides a luxurious and zestful setting for any occasion.

@coyamarbella

Tahini

GOLDEN MILE

This restaurant offers an authentic Japanese dining experience with a beautiful terrace overlooking the Mediterranean. Born from a decade of research in Tokyo, Tahini features a culinary concept steeped in Japan's rich gastronomic traditions. The restaurant is famed for its fresh sashimi, inventive sushi rolls, and a selection of traditional Japanese dishes, all prepared with meticulous care by skilled sushi chefs.

@tahinisushibar





Astoria

by Björn Frantzén

Brasserie Astoria

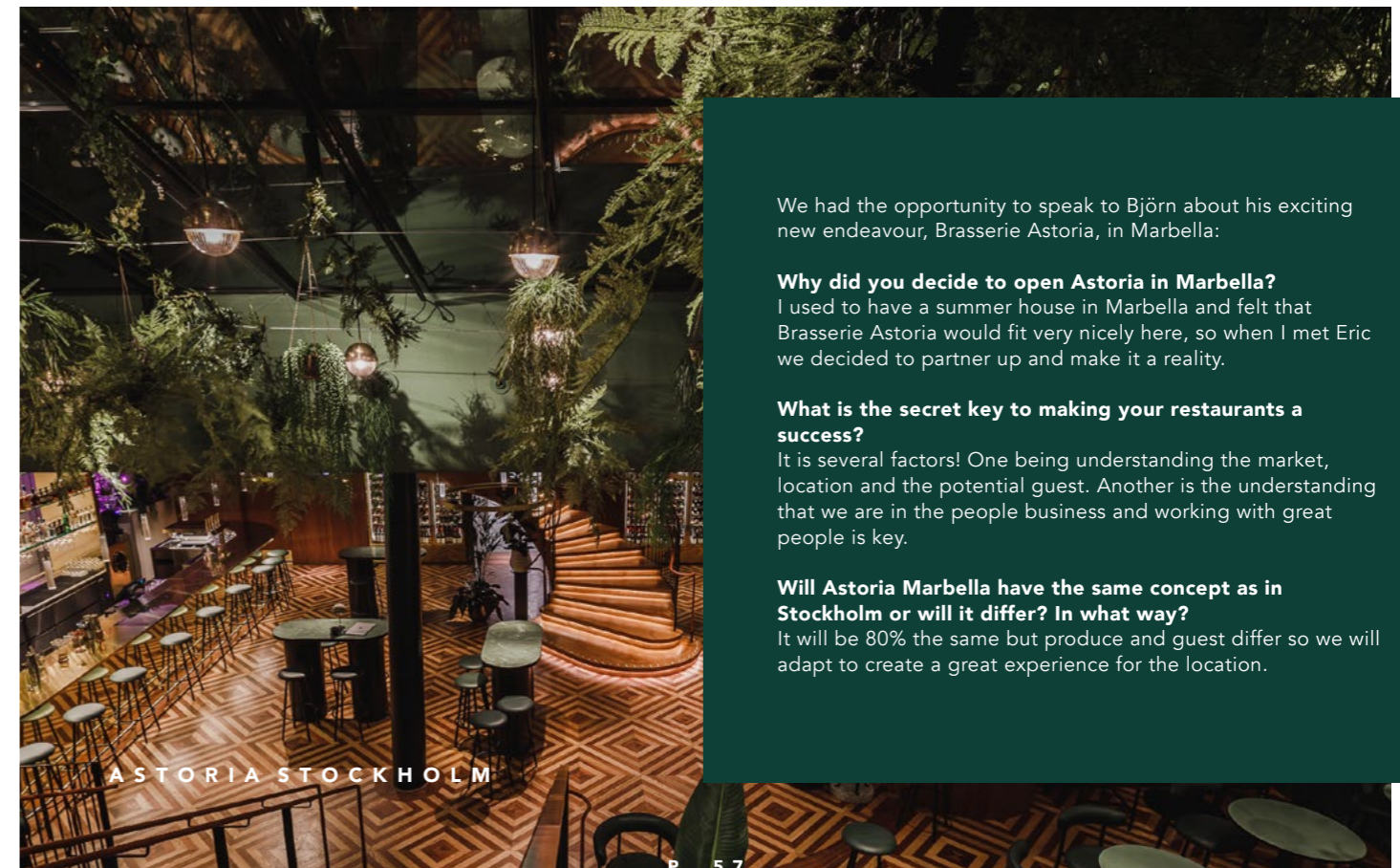
Marbella

...coming soon

Brasserie Astoria, created by three-Michelin-starred chef Björn Frantzén, and renowned for offering an exquisite brasserie-style dining, is set to open its doors in Marbella in June. Astoria Stockholm's recognition as **No. 6 on The World's 50 Best Restaurants list** for 2021 underscores the global appeal.



FOOD



We had the opportunity to speak to Björn about his exciting new endeavour, Brasserie Astoria, in Marbella:

Why did you decide to open Astoria in Marbella?

I used to have a summer house in Marbella and felt that Brasserie Astoria would fit very nicely here, so when I met Eric we decided to partner up and make it a reality.

What is the secret key to making your restaurants a success?

It is several factors! One being understanding the market, location and the potential guest. Another is the understanding that we are in the people business and working with great people is key.

Will Astoria Marbella have the same concept as in Stockholm or will it differ? In what way?

It will be 80% the same but produce and guest differ so we will adapt to create a great experience for the location.

ASTORIA STOCKHOLM

OUR FAVOURITE

WINTER

Activities

SKI IN SIERRA NEVADA

Sierra Nevada, merely two hours from Marbella, seamlessly blends exciting winter sports with beachside sunsets. An early start promises less crowded slopes and easy access. The resort is known for its diverse terrain, accommodating all skill levels, and a long skiing season thanks to its high altitude. Night skiing and breathtaking views of the Mediterranean enhance the experience. The Lodge and Maribel provide exquisite dining options directly off the slopes, while Crescendo and La Fondue de Noa offer cozy après ski atmospheres. Beyond skiing, the resort is eco-friendly, family-friendly, and close to cultural experiences in Granada. With facilities for health and wellness and a calendar filled with events, Sierra Nevada stands out as a versatile and enriching destination. Accommodations like The Lodge cater to overnight stays, ensuring a comfortable and memorable visit.



HIKING

Winter hiking in Marbella offers mild temperatures and clear skies, making it ideal for exploring the region's scenic beauty. **La Concha**, part of the Sierra Blanca range and known as "Marbella's mountain" provides a challenging ascent with routes starting at Refugio de Juanar and rewards hikers with panoramic views of the Costa del Sol and beyond. Another great destination is the **Caminito del Rey** outside of Malaga, a restored walkway through dramatic gorges, offering a scenic yet less demanding hike over about 7.7 kilometers. Both destinations cater to various hiking levels and showcase the area's diverse landscapes, ensuring a memorable outdoor experience in Marbella's mild winter climate.



PLACES & ACTIVITIES

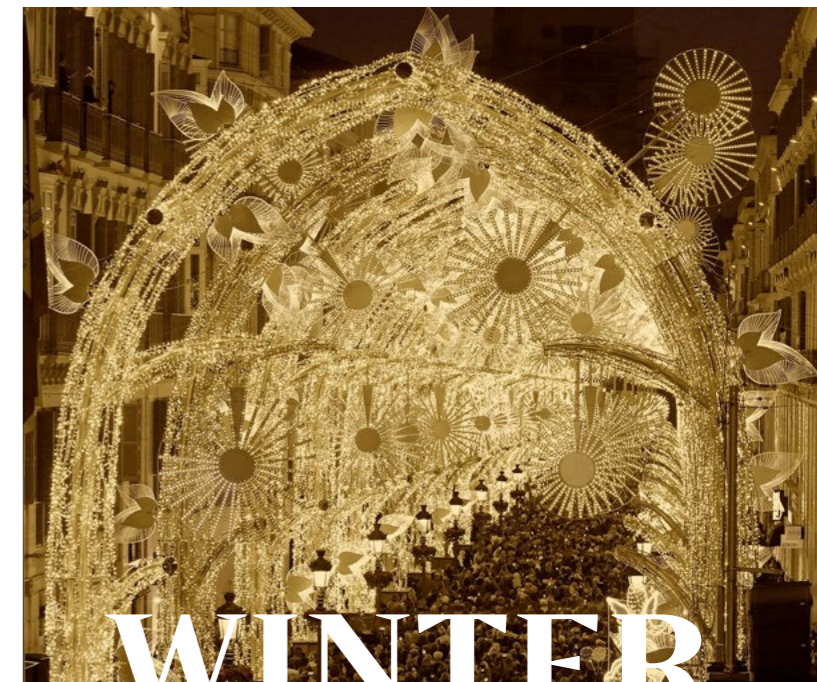
DINNER AND DRINKS IN PUENTE ROMANO

Dining at **Puente Romano** in Marbella during winter combines luxury with the region's seasonal charm. This renowned resort features a variety of top-tier restaurants offering everything from traditional Spanish dishes to international cuisine. As temperatures drop, **La Plaza**, the resort's vibrant cocktail bar, is transformed with a temporary roof and gas fire heaters to ensure warmth and comfort, allowing guests to enjoy outdoor cocktails and socializing in a cozy, festive setting. Decorated with holiday lights and seasonal decor, La Plaza offers an enchanting atmosphere for enjoying evening drinks and extends the dining experience into a memorable winter evening.



MALAGA CHRISTMAS LIGHTS

The Malaga Christmas light show, held on Calle Larios, is a highlight of Spain's holiday season, attracting visitors with its stunning display of LED lights and changing annual themes. From late November to early January, the city sparkles with festive lights, extending from the main street to surrounding areas, creating a magical atmosphere. Key features include synchronized light and music performances that enchant spectators multiple times each evening. Beyond the light show, Malaga buzzes with Christmas markets, nativity scenes, and cultural events, making it a fun activity just a mere hour from Marbella by car.



WINTER

OUR FAVOURITE

SPRING

Activities



FERIA IN SEVILLE

Traveling from Marbella to Seville is straightforward and offers a scenic journey through Andalusia. The most efficient way to reach Seville is by car or bus, taking approximately 2 to 3 hours. This route provides stunning views of the Andalusian countryside, dotted with olive groves and traditional white-washed villages. Alternatively, for those seeking a faster option, high-speed trains connect to Seville, requiring a short transfer from Marbella to the train station in Malaga. This journey not only brings you from the coastal charm of Marbella to the historic heart of Seville but also transitions you from the serene beaches to the lively urban festivities.

Seville is ideal to visit during spring because of the warm weather and vibrant Feria de Abril, a week-long festival celebrating Andalusian culture with flamenco, traditional music, and local cuisine. Originating as a livestock fair, it now features lively casetas for socializing, flamenco dancing, and enjoying traditional dishes. The warm spring weather enhances the experience, perfect for exploring Seville's historical sites by day and immersing in the Feria's electrifying atmosphere by night. This cultural journey offers an authentic taste of Southern Spain, complete with historical exploration and festive enjoyment.



BENAHAVIS RIVER WALK

Embarking on the river walk in Benahavis, specifically along the Río Guadalmina, offers a unique opportunity to experience the natural beauty of the region. This activity, popularly known as canyoning or river walking, is a blend of hiking and swimming through a scenic route that includes slopes, caves, deep waters and cliffs. The journey takes you through the beautiful Angosturas Canyon, providing a mixture of adventure and the tranquility of nature.

The route is relatively accessible, requiring only swimwear and sturdy shoes that can handle getting wet. While some parts of the river walk may require swimming, especially when water levels are high, the entire experience offers an invigorating way to connect with the natural environment and enjoy its beauty.



EVENINGS AT EL PATIO & RUDI'S BAR

Dining early at Marbella Club's El Patio in spring offers a delightful experience with mild weather and beautiful sunsets enhancing the elegant, scenic ambiance. The serene garden setting is perfect for enjoying top-notch service and exquisite meals, complemented by amazing cocktails. After dinner, if you desire, you can continue your evening with drinks at the club's chic Rudi's Bar.



GOLF

Golfing in Marbella during spring provides an exceptional experience, taking advantage of the region's perfect weather, stunning scenery, and top-tier golf courses. The mild temperatures and extended daylight hours are ideal for players at all levels to enjoy the game against the backdrop of Marbella's picturesque landscapes. Nueva Andalucía's Golf Valley is a luxury hub, home to renowned courses like Los Naranjos Golf Club, La Quinta Golf & Country Club - which features a 27-hole course with breathtaking views, Aloha Golf Club known for its lush, precise fairways, and the challenging Las Brisas Real Club de Golf. Further along the coast in Sotogrande, the prestigious Real Club Valderrama is known for its narrow fairways and being host to major tournaments.

PLACES & ACTIVITIES

SPRING

LOS NARANJOS GOLF CLUB, NUEVA ANDALUCIA

“Golf is not a game of perfect shots,
It’s a game of managing imperfection”

- HANK HANEY



Known as **La Costa del Golf**, this region on Costa del Sol offers over 70 golf courses, making it a premier destination for golf enthusiasts. Among these, **Los Naranjos Golf Club** is distinguished not only for its superb Robert Trent Jones Sr.-designed course—one of Spain’s finest, but also for its vibrant club atmosphere.

Our Homerun Brokers office in the club’s tower overlooks both the course and Nueva Andalucia, offering splendid views. The club’s welcoming environment extends from its popular restaurant terrace to its active social scene, hosting numerous events that foster a sense of community among members and guests alike.

For those looking to immerse themselves in a lifestyle that combines relaxation and sporting excitement, Los Naranjos offers **the quintessential Marbella golfing experience**.

OUR FAVOURITE

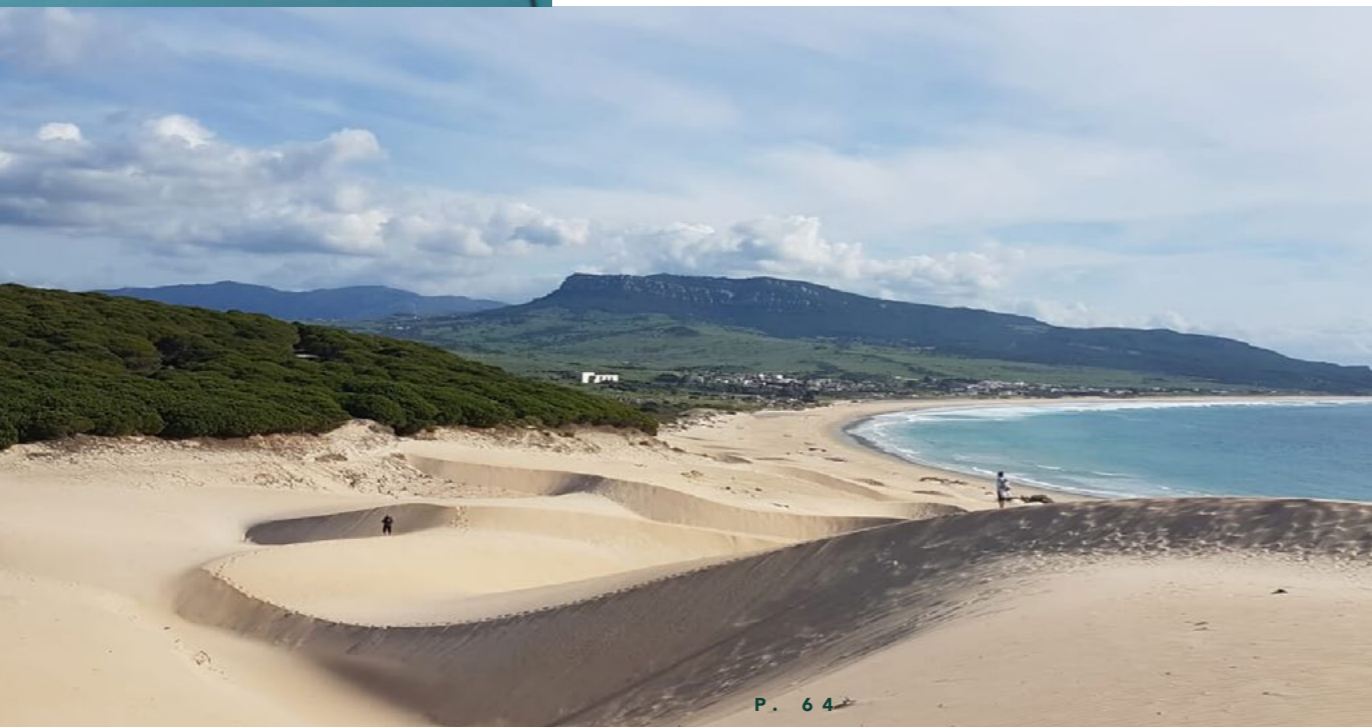
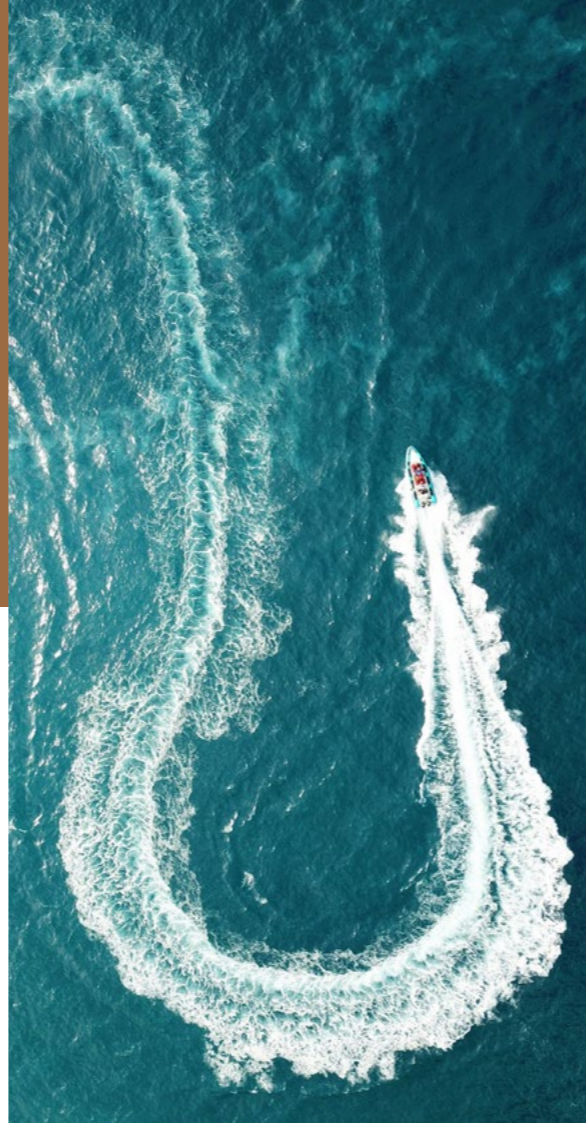
SUMMER

Activities



ROAD TRIP TO TARIFA

Driving from Marbella to **Tarifa** in the summer, you'll discover a lively coastal town popular with surfers and beachgoers. Tarifa is known for its relaxed atmosphere, nightlife, and dining options, including the sustainably-caught bluefin tuna. Start at **Café Azul** for breakfast, explore the boutique-filled old town, and enjoy views towards Morocco and the Atlantic ocean. The town is a hub for windsurfing at Valdevaqueros beach and offers secluded coves and striking dunes at Punta Paloma. Culinary highlights include **Bibo Beach House** by Michelin-starred chef Dani García and **Osteria del Sole** restaurant by the beach. Enjoy stunning sunsets at **Carbones 13** and vibrant nightlife at **Silos 19** or **La Favela**.



BOATS AND WATER SPORTS

In summer, Marbella offers a blend of luxury and adventure with boat charters and water sports. Puerto Banús is perfect for **chartering everything from smaller motorboats to luxury yachts**, allowing you to explore secluded beaches and the Mediterranean at your leisure. The area's calm, clear waters also provide ideal conditions for a variety of water sports, including jet skiing, paddleboarding, kayaking, windsurfing, and kitesurfing. For underwater enthusiasts, snorkeling and scuba diving reveal diverse marine life. To ensure availability and better rates, it's advisable to book your activities in advance, especially during the busy summer months. Early mornings or late afternoons are best to avoid the peak heat and enjoy calmer seas.



SUMMER SUNDAYS

La Plage Casanis and **Playa Padre** are popular beach destinations in Marbella, ideal for lunch and dinner during the week and known for their vibrant Sunday parties. They offer a mix of natural beauty, fine dining, and entertainment.

La Plage Casanis, part of the Casanis Group, features a beachfront setting with a menu of fresh local seafood and Mediterranean dishes, complemented by stunning sea views. The club's decor is chic yet rustic, with sunbeds and private cabanas available. While the venues are welcoming throughout the week, Sundays are the prime day to visit if you're looking to party, as the beach lights up for night-time dancing.

If you would like even more of a party-vibe than La Plage Casanis, **Playa Padre** is your place to go. It's a beach club that seamlessly blends the beach experience with entertainment, often hosting famous DJs and live music events throughout the summer. The decor is bohemian and trendy, creating a relaxed, fun environment where guests can lounge on the beach beds or dance in the sand. The menu at Playa Padre features a mix of Mexican-inspired dishes and international favourites, complemented by an extensive cocktail list.

As these spots can get quite busy in the summer, making a reservation is recommended.

SUMMER

OUR FAVOURITE

AUTUMN

Activities



LA DONAIRA

RONDA GETAWAY

Driving from Marbella to Ronda during autumn offers a unique opportunity to immerse yourself in Andalusia's rich cultural and culinary heritage. The scenic route to Ronda, a town celebrated for its dramatic views and deep winemaking traditions. Experience intimate wine tastings at renowned vineyards like **Bodega Descalzos Viejos** and explore historical sites including the iconic Puente Nuevo bridge. Consider staying at the **LA Organic** hotel to delve deeper into olive oil production, or enjoy the serene luxury of **La Donaira** eco-retreat, known for its commitment to sustainable practices and natural beauty. This journey promises a blend of picturesque landscapes and profound engagement with Andalusian culture and gastronomy, making it a perfect escape from Marbella.

THE I/O WELLNESS

The **I/O** in Marbella offers a premium health and fitness experience, uniquely positioned within the Nueva Alcántara Club (NAC), in San Pedro de Alcántara. This private health club is not only equipped with luxurious facilities and state-of-the-art gym equipment, but it also benefits from its location in a comprehensive sports and leisure complex. Members can enjoy seamless access to padel courts and the adjoining SOUL restaurant, enhancing their fitness regime with options for racquet sports and nutritious dining. This integration allows for a holistic approach to health, combining rigorous workouts, strategic recovery, and social engagement—all in one convenient location.



PADEL

As summer's intense heat mellows into the mild and pleasant temperatures of autumn, Marbella becomes an ideal setting for padel enthusiasts to enjoy their favorite sport.

The autumn months in Marbella are characterized by comfortable temperatures that hover around the perfect mid-range, ensuring players can engage in vigorous matches without the overpowering heat of the summer sun. This climate not only enhances physical performance but also makes the game more enjoyable, allowing players to extend their playtime without discomfort.

Moreover, the less crowded courts in autumn provide a more relaxed atmosphere for both casual and serious players. With the summer tourists gone, residents and visitors alike can take advantage of the increased availability of padel courts, enjoying more spontaneous games and even engaging in local tournaments such as **Homerun Brokers Padel Tournament** that we organize in autumn every year.



PLACES & ACTIVITIES

AUTUMN



HEALTH & WELLNESS AT

NAC

Nueva Alcántara Club

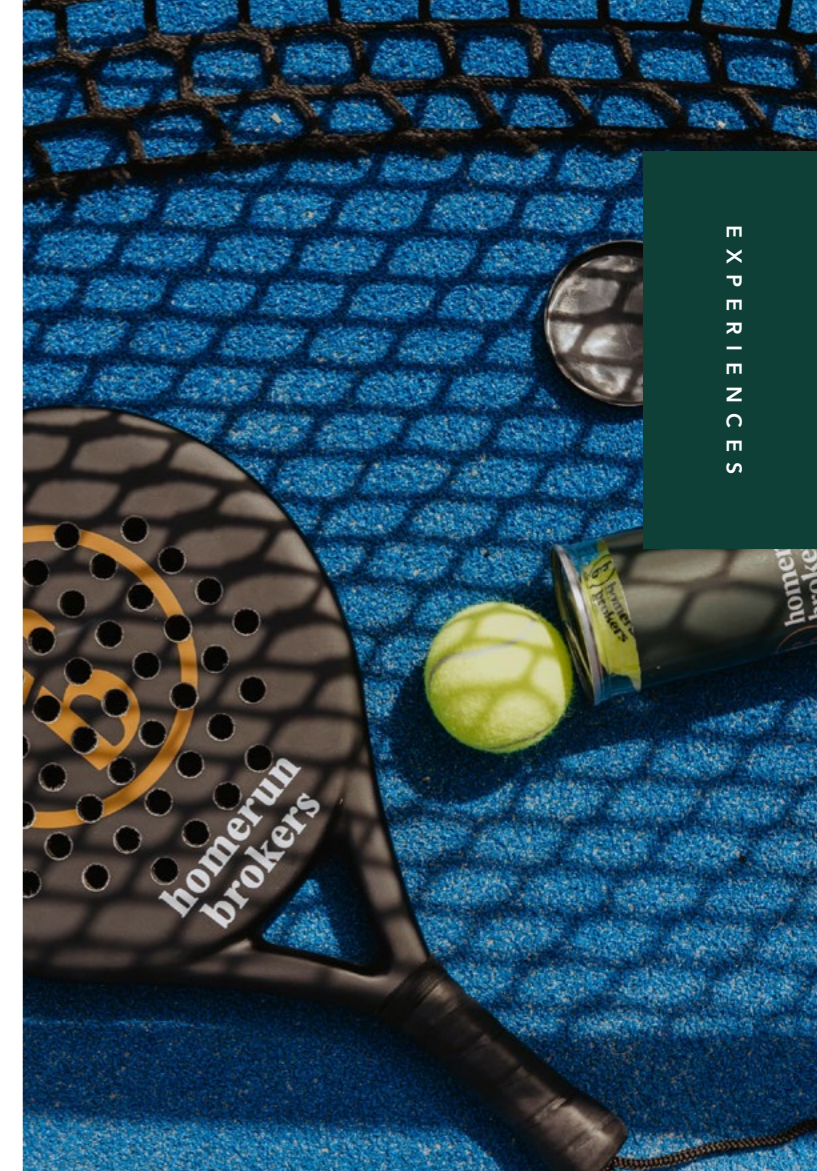
SAN PEDRO DE ALCÁNTARA

We are proud sponsors of Nueva Alcántara Club, which now stands as the **Best Club in the World for 2023**, a prestigious title awarded during the 9th edition of the PadelSpain World Padel Awards. This honor, received merely two years after its inauguration, places NAC at the forefront of the global padel tennis arena, showcasing the club's remarkable journey and recognition from fans, the industry, and a discerning jury.

The criteria for this award encompass a wide range of elements that define a top-tier facility, including investment, talent management, and the support of padel tennis institutions globally. Notably, the club's success is a reflection of the collective effort and dedication from the local councils of San Pedro and Marbella, alongside the investment groups' commitment to nurturing the sport. This collaboration underscores Marbella's reputation as a center for sports tourism, attracting millions of visitors annually, with NAC alone welcoming over 350,000 visitors each year.

NAC is not just a club but a vibrant, open community space that champions a healthy and sociable lifestyle. Its extensive amenities, such as the I/O Concept gym, Soul by Breathe restaurant and many more facilities are supported by global brands like Range Rover and Ferrari through C. De Salamanca, making it a magnet for celebrities, athletes, entrepreneurs, and health enthusiasts alike. With its inclusive philosophy, NAC invites everyone to enjoy its facilities without the need for membership, embodying a welcoming environment for business meetings, leisure activities, and sporting events.

Located on the beachside of San Pedro de Alcántara, NAC provides an unmatched experience with its historic central court, 15 additional panoramic courts, and a diverse range of services that cater to every aspect of well-being and entertainment. This, combined with the Costa del Sol's exceptional hotels, climate, gastronomy, beaches, and services, creates a world-class quality offering that is hard to match, solidifying NAC's position as a global leader in the world of padel tennis and luxury leisure.



EXPERIENCES





Homerun Brokers Annual Padel Tournament

Our team is deeply committed to **health and wellness**, embracing a culture that values sports as a medium for building meaningful relationships with our esteemed clients and valued collaborators. A highlight of our annual calendar is the **Homerun Brokers Padel Tournament**, an event that epitomizes our passion for fostering community through sport.

Last year's tournament was a great success, delivering an outstanding experience that engaged competitors and spectators alike in a series of captivating events, culminating in a memorable finale on the center court. We are profoundly grateful to our partners for their integral role in orchestrating this day and to everyone who participated

We really look forward to hosting our next tournament in **Autumn 2024**, and all the ones after that. Bigger and better every year!

Head in the game!



An aerial photograph of a woman floating on a white and blue inflatable ring in a swimming pool. She is wearing a white one-piece swimsuit and a wide-brimmed straw hat. Her legs are extended, and her feet are touching the bottom of the pool. The water is clear, showing the tiled floor and the netting of the pool's edge. The lighting is bright, creating strong shadows on the water and the pool floor.

**The dream is free,
the hustle is sold separately.**

HOMERUN BROKERS



We are opening in Mallorca!

NEW HOMERUN BROKERS OFFICE

Homerun Brokers is thrilled to announce the opening of our first office in Mallorca! This exciting new step allows us to expand our brand and offer an even more extensive property portfolio to our clients.

WHY MALLORCA?

The real estate markets in **Marbella** and **Mallorca** showcase a unique synergy, each appealing to luxury property buyers but catering to slightly different preferences. Marbella is renowned for its vibrant lifestyle, upscale amenities, and proximity to the cultural hubs of mainland Spain, making it a preferred choice for those seeking a luxurious yet lively coastal experience. On the other hand, Mallorca offers a blend of rustic charm and sophistication, with its picturesque landscapes and quieter, more laid-back island life, attracting those looking for a serene retreat.

Both markets thrive on their appeal to international buyers and investors, driven by their high-quality developments, beautiful surroundings, and robust infrastructures. This similarity helps to create a complementary dynamic where investors might consider properties in both locations for different reasons—Marbella for its social and lively environment, and Mallorca for peace and natural beauty.

We are excited to broaden our property portfolio and be able to assist you in both Marbella and Mallorca. Leading the opening of our Mallorca office is our Business Expansion Manager, **Robert Bazo**.

"Mallorca is a quiet island of grace and calm sophistication"

- JORGE LUIS BORGES



"When we first considered the idea of opening an office in **Palma de Mallorca**, some cautioned us about entering such a competitive market.

However, we recognised a **unique opportunity** where others saw challenges. We believe our distinct approach to real estate can successfully address a specific market gap.

In addition to this, we have established **valuable partnerships** with both local and international firms, including **Gallery Red** and **Lionsgate Capital**, who are close neighbours in our new location.

We are really excited about this next step in our journey!"

- ROBERT BAZO



FIND US ON

NETFLIX

MAKING IT IN MARBELLA

AUTUMN 2024





HOMERUN PARTNERS



CASA AMANDARI

MARBELLA'S PREMIER LUXURY CAR DEALERSHIP

C. DE SALAMANCA

C. de Salamanca is a prestigious luxury car dealership located in Marbella, with a long-standing history that dates back to 1907. This dealership specializes in the sale and maintenance of premium and luxury car brands including **Ferrari, Jaguar, Land Rover, Bentley,** and **Tesla**. They offer a wide range of new and certified pre-owned vehicles and are known for their exceptional customer service and expertise in the luxury automotive sector.

The dealership operates out of state-of-the-art facilities that span over 13,000 square meters, and it employs over 150 professionals dedicated to providing top-tier automotive services. C. de Salamanca is recognized for its substantial inventory, including more than 300 luxury pre-owned vehicles and a significant number of new vehicles annually, contributing to its prominent position in the national luxury car market.

Just like us at **Homerun Brokers**, C. de Salamanca is all about experiences and creating a special feeling for the client. Together, we're not just merging our expertise in high-end properties and luxury cars; we're crafting unique experiences that go beyond the usual.

The idea of your dream car parked outside your dream home is quite the vision, isn't it?

We're here to help make that vision come to life!





MINDFUL BEAUTY & VINTAGE

NARYBU SALON & THE JOURNEY SHOP

Narybu Salon in Puerto Banús offers a sanctuary focused on mindful beauty practices and holistic wellness, blending Korean and Spanish influences. The salon provides environmentally conscious products, promoting a balance in wellness and overall well-being. Its commitment to quality and sustainability reflects the essential role of self-care in harmonizing personal and communal life.

Adjacent to Narybu, **The Journey Shop** supports wellness journeys with products that enhance body and mind harmony. The Vintage Corner, led by fashion expert Karoline, features a curated selection of premium pre-owned fashion items, emphasizing sustainable fashion and environmental consciousness.



MARBELLA BORN WINE
VIGOROUS

Vigorous Wine, a distinguished winery in La Rioja, stands out for blending traditional winemaking with innovative practices. Utilising natural processes, the winery emphasises the unique characteristics of each vintage, influenced by the diverse soils and ideal climate of La Rioja. These factors enable the production of wines with exceptional depth and elegance. Vigorous Wine focuses on preserving the natural essence of the terroir. Each bottle is crafted to enhance memorable experiences, encouraging wine enthusiasts to explore new ways to enjoy their distinct flavours.





VILLA THE NEST

HOME GYM BY
ELEIKO

Eleiko, a name synonymous with excellence in the world of strength and conditioning, has opened up a showroom in Marbella. Renowned for their precision-engineered weightlifting equipment, Eleiko has set the standard for quality and durability, earning a revered place in gyms and competitions worldwide. The brand's commitment to innovation extends beyond their iconic barbells, encompassing a wide range of products and designs tailored to optimize space and enhance training at home.

By collaborating with Eleiko's team of product and facility design experts, customers have the unique opportunity to create personalized gyms or training areas that seamlessly integrate into the home, garage, or backyard. Eleiko's approach to gym design emphasizes not only functionality and longevity but also aesthetics, ensuring that each space is a reflection of the homeowner's style and an inspiration for continuous personal improvement.

Eleiko was used to create an exceptional home gym in **Villa The Nest** that we sold in 2023. The gym is located behind one out of three hidden doors in the basement, complete with a hammam and shower room - a prime example of how to create a functional yet stylish home gym.



03 | Good to Know

Let us guide you through essential insights on **schools, market trends, investing, buying, selling,** and new **developments** in Marbella.



A+ADVICE

A Parent's Guide to Education in Marbella



Once you've acquired your dream home and are preparing for your family's relocation to Marbella, the next essential step is to identify a school where your children can thrive.

Marbella and the Costa del Sol are renowned for hosting some of Spain's finest private schools and educational institutions, many of which have been honored with awards for their exceptional standards.

Securing a place in these prestigious schools often requires proof of residence in the vicinity. Homerun Brokers stands ready to assist you throughout this critical phase, ensuring you find the ideal home that meets the needs of your family and positions you favorably for school admissions.

Our team brings firsthand insights into the private schooling landscape of the Costa del Sol, drawing from their personal experiences. We are pleased to provide a curated list of Marbella's premier private educational institutions, along with tailored advice, to help you make informed choices about your children's educational journey.



Laude International College

San Pedro, Marbella

Est. 2004

Laude International College, a distinguished private school in Marbella, is conveniently situated near the beach and boasts a custom-designed campus featuring a football pitch, tennis courts, and an indoor gym. The institution serves over 700 students aged 3 to 18, providing a comprehensive British Curriculum that includes the International Primary Curriculum, GCSEs, A-Levels, as well as the Spanish ESO and Baccalaureate options available from age 12.

Recognized by El Mundo newspaper as one of Spain's top 100 international schools—a distinction achieved by only 20% of schools in Andalucía—Laude International College has also been highlighted in the DICES 2018 guide.

With a strong emphasis on fostering a sense of team and community from an early age through to its alumni network, the school is committed to preparing students for university success. Laude International prioritizes music, arts, and languages, offering classes such as violin, piano, guitar, French, German, and Chinese as part of its extensive extracurricular activities, aiming to cultivate the individual personalities of its students.

Fees: 9,650€ - 18,120€

Tel: +34 952 799 900

Email: info@laudesanpedro.com

Website: www.laudesanpedro.com

*"Learning today, leading tomorrow
— school is the key!"*

English International College

Elviria, East Marbella
Est. 1962

The English International College offers an exemplary setting for the British curriculum, welcoming around 500 students aged 3 to 18, with over half originating from the UK.

Featuring 14 primary school classrooms and additional specialized spaces for secondary education, class sizes are capped at 20 students to ensure personalized attention. The campus boasts four advanced science labs designed for higher-level science instruction, a computer lab equipped with IBM technology for advanced Computer Studies, a well-stocked library, and a music studio filled with digital and live instruments for producing exceptional music. Additionally, a 200-seat hall serves as a dynamic space for performing arts, theater, dance, and art exhibitions, underscoring EIC's commitment to fostering artistic talents.

Physical education is a pivotal part of the curriculum, with facilities ranging from a beginner's pool in the primary school to a 25-meter competition pool for secondary students. The campus also features an astroturf pitch, a sprung volleyball court, basketball courts, and a climbing wall, supporting a comprehensive physical education program.

A-level courses at EIC allow students to focus on their strengths, optimizing their academic performance. The faculty maintains a vigilant and supportive presence, ensuring a harmonious student environment. EIC's ethos centers on developing not only academically successful students but also individuals who are confident, articulate, and in full possession of their talents, achieved through years of refined organizational practices and ethical teaching methodologies. This approach has consistently led to a high rate of students advancing to prestigious UK universities annually.

Fees: 7,600€ – 17,240€
Tel: (+34) 952 831 058/9
E-mail: information@eic.edu
Website: www.eicmarbella.org

My experience at EIC was nothing short of incredible. It has been a fundamental building block that has positively shaped me for the rest of my life. I went to this school from year 2 until year 7 and, apart from it giving me a broad academic base at a young age, I learnt how to get along with my peers from all cultures and countries. About 500 students attend the school and students of all ages are strongly encouraged to interact, help each other and get involved in activities together. This creates a feeling of being part of a family, and children learn to get along with each other. Apart from academic performance, sports, creativity and social interaction are really stimulated and not seen as less important. At primary school, the kids do PE every day, daily swimming classes in the summer and a variety of other sports in the winter months. Yearly competitions are organised allowing the students to compete against other schools and show their talent and performance. EIC very much encourages students to follow their talents and passion and what I like about this school is that each student is seen as an individual. Personal development is key at EIC.

– Tessa Arts, Digital Specialist



Colegio Alemán Juan Hoffman

Elviria, East Marbella
Est. 1966

This esteemed German independent private school is endorsed by the **German Ministry of Culture and Education**, known as 'KMK', and has gained recognition from the Spanish Ministry of Education. In 2008, it was awarded a seal of excellence, distinguishing it as one of Spain's premier international schools.

Hosting 720 students, half of whom are from international backgrounds, the Colegio Alemán cultivates a bilingual learning environment. These students, representing around 40 different global cultures, unite in their mission to create a positive impact on the world through their collective intelligence and enthusiasm.

Founded in 1966 and rejuvenated under the guidance of Consul General Juan Hoffmann, the school boasts a campus enriched with diverse facilities, including a space observatory, comprehensive sports amenities with a swimming pool, dedicated art and music departments, and a library. Furthermore, it features a recreational park for primary school students that serves as a venue for numerous extracurricular activities. Positioned amidst the natural beauty on the eastern side of Marbella, the school offers a complete educational journey from Pre School through to Primary, Secondary, and International Baccalaureate studies, nurturing students in a spectacular setting.

Fees: 4,600€ - 5,900€
Tel: (+34) 952 831 417 or 952 831 692
E-mail: sekretariat@dsmlaga.com
Website: www.dsmlaga.com

Alborán College

Las Chapas, East Marbella
Est. 1986

Located in the tranquil setting of Las Chapas, **Colegio Alborán** stands out for its commitment to creating an enriching learning environment, a dedication that earned it the prestigious Andalusian award for excellence in 2016. Further solidifying its reputation, it was recognized as one of Spain's top educational institutions in the DICES Guide 2018.

Catering to approximately 600 students across Pre-school, Primary, Secondary, and Baccalaureate levels (ages 5-18), Colegio Alborán provides a comprehensive bilingual education complemented by a wide array of extracurricular activities. As a primarily Spanish Catholic school, it boasts impressive facilities including an outdoor swimming pool, stables, an indoor gym, football and basketball fields, and padel courts. A highlight of the school year is the annual Nativity play, an outdoor theatrical event that engages the entire school community and captivates parents with its emotive performances.

Members of our team have the privilege of having their daughters attend this esteemed Marbella private school, where they witness firsthand the remarkable achievements and growth of their children, fueling a deep sense of pride and satisfaction.

"Alboran is a perfect environment, not only creating a hungry mind but also a confident character as well. My daughters are ready to take on the world with a smile."

Fees: 6,370€ – 9,700€
Tel: 952 839 645
Email: info@colegioalboran.es
Website: www.colegioalboran.es

SCHOOLS

Swans International School

Nagüeles, Marbella
Est. 1971

Swans International School in Marbella educates around 700 students aged 3 to 18 across two campuses. The school offers a distinctive curriculum leading to IGCSE, ESO, and IB Diplomas, with a bilingual and international focus. Students achieve proficiency in 2.5 languages, including immersive English and Spanish, with options for French, Mandarin, Chinese, and German. The primary campus is in El Capricho, and the secondary campus, established in 2006, is in prestigious Sierra Blanca with modern facilities and scenic views of La Concha mountain.

The school fosters social skills and communication through activities like debate, arts competitions, and sports events, enhancing the educational experience. The secondary school offers the IB Diploma from Year 11, blending British and Singaporean educational methods. Additional support for Special Education needs is available in the primary school. Swans School's commitment to excellence is evident, with high achievement rates in IGCSE and IB exams.

Fees: €5.500-€11.900
Tel: (+34) 952 773 248
E-mail: info@swansschool.net
Website: www.swansschoolinternational.es



SVENSKA SKOLAN

Svenska Skolan

Nueva Andalucía, Marbella
Est. 2000

Svenska Skolan in Nueva Andalucía, Marbella, serves children aged 3 to 12, following the Swedish national curriculum. Subsidized by the Swedish government, this private school caters to both Swedish descendants and those interested in Swedish culture.

Located in Puerto Banus, a favorite among Scandinavian expats, the school offers small class sizes and a personalized approach to education, fostering critical thinking and a passion for learning. The campus is housed in a private villa with a pool and emphasizes outdoor learning and activities, leveraging its scenic coastal setting.

Celebrating Swedish traditions like St Lucia day, Svenska Skolan creates a nurturing and inclusive environment without a uniform requirement, preparing students for global success.

Fees: €7.900-€9.700
Tel: (+34) 952 868 252
E-mail: info@svenskaskolanmarbella.com
Website: www.svenskaskolanmarbella.com



ALOHA COLLEGE

SCHOOLS

Aloha College

Nueva Andalucía, Marbella
Est. 1982

Aloha College in Marbella distinguishes itself as a premier institution for bilingual education, offering a rich blend of English and Spanish curriculum anchored in the principles of personal development, diligence, integrity, and respect. Serving a community of approximately 840 students each year, aged between 3 to 18, the college prides itself on its multicultural environment, with 70% of its students being from over 50 different nationalities.

Strategically positioned adjacent to the Aloha Golf Club in the prestigious area of Nueva Andalucía, the campus of Aloha College is an expansive, thoughtfully designed educational facility that has been developed over 35 years. It resembles a comprehensive mini-city dedicated to learning and development across all disciplines. The locales include state-of-the-art science and arts blocks and a well-equipped library and resources center. The sports facilities have undergone significant enhancements, including the inauguration of a FIFA-certified football pitch in 2012 and the addition of a 2000 square meter sports complex that houses a modern gymnasium and performance stage.

Academically, Aloha College offers an enriched curriculum starting with the International Primary Curriculum, progressing to the rigorous National Curriculum for England, and culminating in the globally recognized IGCSE, A Level, and IB Diploma qualifications. This educational trajectory ensures that students receive a comprehensive, world-class education, equipping them with the skills and knowledge to thrive in an increasingly globalized society.



Jennifer Rocamora

I went to Aloha College at the age of 3 and graduated just after turning 18. My older siblings also went to this school, my sister enrolled at Aloha private college in the year it was founded. What I liked the most about this school is that teachers do not change often and after spending so many hours at school, throughout your most crucial years, teachers inevitably become close to being your family.

Another thing I absolutely treasure from going to Aloha College are my best friends. We are a group of very international seven girls who spent the same amount of years in this school and 25 years later we are still inseparable although each one of us lives in a different side of the world. That is Aloha College's essence, its diverse nationalities. It wasn't until I got older that I understood how valuable this is. You naturally grow up understanding many cultures and languages, learn about difference values and acceptance. This is brilliant as language and culture are worlds biggest barriers, so this definitely gave me a head start and influenced in living abroad, travel the world further and even get engaged to a completely different nationality and culture to mine.

When it comes to the academic side, Aloha College offers a British curriculum, from IGSCSE to IB. It was only natural for me to move to London to go to university after. The school offers great orientation and support for you to find out what you like and are good at and push you towards that direction."

- Jennifer Rocamora, Head of Marketing



Exploring Marbella's Real Estate Growth

A 2024 MARKET OVERVIEW

CURRENT MARKET TRENDS IN MARBELLA

As we like to stay ahead of the game, we have conducted thorough research and found that the 2024 Marbella real estate market continues to experience robust growth. Property prices have been steadily increasing, with a significant rise observed since the end of the pandemic. This growth trajectory suggests that property prices in Marbella still have potential to reach their all-time highs, presenting a favourable opportunity for investors and home buyers.

A notable aspect of the current market is that property prices, while on an upward trajectory, still remain **below the peak levels of 2008**. Reports from 2023 indicated that prices in the Malaga province, encompassing Marbella, were about a quarter below their highest point during the 2008 boom. This suggests potential for further growth, yet there remains a significant gap to reach those historic highs, even when adjusting to current inflation rates.

In Andalucía, which includes Marbella and the Costa del Sol, prices rose by 8.9% in 2022. Spanish government data from 2023 indicates that this trend is persisting, with Andalucía experiencing a 9.5% year-on-year rise, and Malaga province, encompassing Marbella, seeing an impressive 15% increase. Marbella itself has recorded average price rises of 20% compared to the previous year, marking some of the largest increases in the country.

CHANGING DYNAMICS OF PROPERTY INVESTMENT

We have seen a shift in the methods of purchasing a property in Marbella, which reflects a broader trend in the market. A move towards more cash purchases is evident, reducing the reliance on mortgages. This trend is crucial in maintaining a balanced level of mortgage debt in the market. Illustrating this point, in November 2022, mortgage applications in Malaga province were significantly lower compared to the boom years, despite a similar volume of property sales.

Another vital component of Marbella's real estate stability is the controlled release of new properties into the market. Recent data from the Malaga province architects showed a healthy increase in the approval of new property licenses. This steady flow of new-build properties indicates a market that is growing sustainably, avoiding the pitfalls of over-speculation and rapid, unchecked development.

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We have also observed significant growth in the Marbella rental market in recent years. With the high demand for long-term rentals in the area, particularly from families relocating from across Europe, the market has seen a notable increase in rental rates. Many families are choosing to rent first with the intention of eventually buying property, driven by factors like Marbella's excellent international schools and remote work opportunities. The luxury lifestyle and beautiful nature of Marbella have also contributed to it becoming home to some of Spain's most expensive rental properties. Hence, Marbella proves to be a lucrative investment opportunity for rental property investors.

In Marbella, the demand for properties remains strong, though we have noted that buyer preferences are evolving. The demand for villas priced between one and three million euros has softened due to rising interest rates and higher home loan costs. This has led to increased interest in luxury apartments, penthouses, and townhouses in the €500,000 to €1,000,000-range, especially those that have been recently renovated. The ultra-luxury villa market, with properties over €3,500,000, continues to thrive, showing resilience to economic changes.

Marbella's prime areas like the Golden Mile and Sierra Blanca have seen annual price increases of around 25%, with even higher rises of 32% in areas like Zagaleta and La Quinta. Beyond these high-profile locations, the broader Marbella market is experiencing more moderate and steady growth. In quieter areas like San Pedro and Elvira/Cabopino, year-on-year price increases are more in line with the regional average, at around 16% and 10% respectively.

The global trend towards preferring outdoor living spaces, maximising leisure time, and embracing remote work, which gained momentum during the pandemic, shows no sign of decreasing. This shift is further supported locally by the rise in high-tech sector jobs in nearby Malaga, especially with the relocation of Google's office to the city, which has led to an influx of tech professionals in the Costa del Sol region.

"While a lot of other countries and cities have had it tough with high interest rates and high inflation, Marbella has sailed through it in a stable way.

The market is as strong as it was 2019."

- ROGER WIDÉN, HEAD OF SALES

MARKET TRENDS

FACTORS DRIVING MARBELLAS APPEAL

The tourism and hospitality sector in Marbella continues to flourish, as evidenced by the high hotel occupancy rates. This enduring appeal to international tourists is further strengthened by the development of significant luxury hotel projects. Such growth in the hospitality sector indicates a robust and healthy economy, reinforcing Marbella's status as a luxury holiday destination.

In 2024, Marbella's real estate market is set to benefit from significant developments in the hospitality sector. Key projects include the opening of five-star Kimpton Los Monteros Marbella by IHG, construction of a Four Seasons resort in Río Real and the Las Dunas Club (W Hotel) in Los Monteros. These projects demonstrate strong investor confidence in Marbella as a luxury destination and are likely to positively impact the real estate market, attracting affluent visitors and buyers to the area.

Marbella's appeal is not limited to tourists alone. The area has seen a surge in interest from international buyers, particularly from Northern European countries. The local population, with a significant proportion of residents from outside Spain, reflects this international allure.

MALAGA RECOGNISED AS THE WORLD'S BEST CITY

The flourishing tech sector in nearby Malaga, marked by the presence of major companies like Oracle, EY and Google, is drawing a professional workforce that values the Marbella's lifestyle. This global appeal provides a buffer against short-term economic fluctuations, such as interest rate changes, ensuring more stable value growth in this premium location.

In 2023, Málaga was recognised as the world's best city to live and work in, according to a survey by InterNations, the largest global community for expatriates. This conclusion was based on a comprehensive survey involving over 12,000 expats from 177 nationalities residing in 181 countries. The survey assessed cities on various factors including quality of life, ease of settling in, personal finance, work-life balance, and local friendliness.

Málaga stood out for its harmonious blend of rich cultural heritage, modern amenities, inviting Mediterranean climate, and a diverse, dynamic economy. The city was particularly commended for its friendly environment, excellent climate and weather, and its commitment to a balanced lifestyle with ample recreational and social opportunities.

This recognition significantly benefits the Marbella real estate market, owing to Marbella's strategic location within the Málaga province and its close proximity to Málaga. This proximity allows Marbella to benefit from Málaga's rising popularity, further bolstering its position as a sought-after real estate destination.

MARBELLA'S MASTER PLAN

Local authorities have been instrumental in promoting Marbella as a year-round destination. Their efforts have paid off, making Marbella an attractive choice for families and professionals alike. The town's ability to offer a high quality of life, coupled with its proximity to tech hubs in Málaga, contributes significantly to its appeal.

Marbella's future in real estate looks promising with the imminent approval of its new master town plan, known as the PGOM. This plan is a blueprint for sustainable urban development, focusing on creating a 'garden city' and a '15-minute city' where residents can access core services within a short walk. This approach to urban planning is geared towards enhancing the quality of life and promoting environmental sustainability. This not only enhances the local lifestyle but also strengthens Marbella's position on the global map as a desirable place to call home.



MALAGA



MARKET TRENDS

Invest in Marbella

Investing in the Marbella real estate market can be quite advantageous, especially considering its robust growth and the region's enduring appeal as a luxury destination. Here are some insights into the potential return on investment (ROI) for those considering investing in this market:

STRONG CAPITAL APPRECIATION

Marbella has consistently shown strong potential for capital appreciation. The property prices have been steadily increasing, and this trend is expected to continue, especially in prime locations and luxury segments. This means investors can expect a significant increase in the value of their properties over time.

HIGH RENTAL YIELDS

The rental market in Marbella is vibrant, driven by high demand for both long-term and short-term rentals. This demand is driven by Marbella's popularity as a tourist destination and a preferred spot for expatriates, especially from Northern Europe. Properties in prime locations or near tourist attractions can yield substantial rental income, contributing to a favourable ROI.

DIVERSE INVESTMENT OPPORTUNITIES

Marbella offers a range of property types for investment, from luxury villas and penthouses to more affordable apartments and townhouses. This diversity allows investors to choose properties that align with their budget and investment strategy.

In summary, the Marbella real estate market presents a compelling opportunity for investors, with potential for both capital appreciation and high rental yields. As with any investment, it's crucial to conduct thorough research and consider factors like location, property type, market trends, and tax implications to maximise ROI. At Homerun Brokers, we are committed to guiding you through this process, ensuring that your investment decisions are well-informed and tailored to your specific goals.

IMPACT OF HOSPITALITY DEVELOPMENTS

The ongoing and upcoming luxury hospitality projects in Marbella, such as the opening of high-end hotels and resorts, are likely to enhance the area's appeal and property values, potentially leading to higher returns for real estate investors.

STABLE MARKET CONDITIONS

The Marbella real estate market is known for its stability, thanks in part to the controlled release of new properties and the area's appeal to a broad international clientele. This stability reduces investment risk and can lead to more predictable returns.

TAX CONSIDERATIONS

Investors should be aware of Spanish property taxes and any potential tax liabilities in their home country. Efficient tax planning can maximise net returns from real estate investments in Marbella.

LONG-TERM GROWTH POTENTIAL

With Marbella's strategic location near Málaga, its expanding tech sector, and its evolving profile as a sustainable and year-round destination, the long-term growth potential for real estate investments in the region are promising.



“Now is an ideal time to invest. Market experts suggest that with falling interest rates, investing early can put you ahead before the market becomes competitive.”

- ROGER WIDÉN, HEAD OF SALES



Buying a property in Spain

SELECT YOUR NEW HOME WITH CARE

At Homerun Brokers, our goal is to assist you in discovering the perfect home that aligns with your financial plan and personal taste, leveraging our wealth of experience. We offer a diverse portfolio of direct listings, but our reach extends further through a comprehensive network of skilled brokers and industry professionals, ensuring access to every available property on the market.

With our dedicated approach, there's no need for you to navigate this process alone. We provide a tailored search conducted on your behalf. Your designated broker will act as your trusted guide every step of the way, handling everything from locating potential homes to arranging viewings and navigating the legalities. Our aim is to make your home-buying process a thoroughly enjoyable journey.

All you need to know when **buying a property in Marbella as a foreigner, including the taxes involved**

When buying a property in Marbella as a foreigner, there's a few important details you need to keep in mind. Our team at Homerun Brokers has prepared a list to help you through the initial stages of making a purchase.

OBTAINING A NIE NUMBER

This is an all-purpose personal identification number which is also your assigned tax code as a foreigner with activity in Spain. It is the first thing you'll need to quote for official dealings with the Spanish authorities such as: property purchase, tax payments, opening a business in Spain or social security activity. Your lawyer will assist you in getting the NIE number needed to complete the property purchase, which is why we always recommend setting up a Power of Attorney with them so they can get this and sign all other documents for the property purchase on your behalf where needed.

HOW YOU BUY A PROPERTY

The two most obvious choices are either making an investment purchase or a private purchase. Both formats have slightly different purchasing procedures and the tax rules are applied differently. At Homerun Brokers we often say that if you're buying as an investor you must lead with your head but if you're buying a private residence you must lead with your heart.

LEGAL ADVICE

Independent legal advice is easily obtainable through lawyers we can put you in contact with. Lawyers usually ask for 1% of the property price; in some cases it is negotiable and in others you can choose to pay by the hour.



RESERVATION CONTRACT

The reservation contract is signed when placing a reservation fee on your chosen property, which usually is between 6,000 euros and 20,000 euros, although in some cases it can be more depending on the purchase price. The transfer will be made through the lawyer's client account, and this will ensure that the property is taken off the market. Your legal representative and agent will be monitoring the process all the way through.

DUE DILIGENCE

Due diligence can take up to 14 days from the signing of the reservation contract. Some of the points to be checked include: the current legal status of your property, making sure the property is free of debt, ensuring that there are no outstanding debts on the utilities and the existence of planning permission if you are planning an immediate extension or modifications to the house.

PRIVATE PURCHASE CONTRACT

If you will be taking out mortgage financing on your purchase - or for a variety of other reasons - the signing of the title deed won't be immediate. In most cases buyers will sign an interim agreement - the private purchase contract - around 14 days after the transfer of the reservation fee and the completion of due diligence. Generally, the payment at this stage is 10% of the purchase price minus the reservation deposit.

TITLE REGISTRATION / LAND REGISTRY

If you don't need finance and would like to complete your purchase once the due diligence is completed, there is no need to sign and pay a private purchase contract. In this case, you go directly to title deed stage (Escritura) and pay the full purchase price minus the reservation deposit.

Notary and registry fees are about 1% (minimum 1,200 euros up to around 4,000 euros). This is the stage when the outstanding balance of the property will be paid, and you will receive your Nota Simple and title deed making you the new owner of your dream home in the Mediterranean. As soon as you receive the title deed, your details will be sent to the Land Registry and the utility companies informed of the name change.

TAXES

Our team at Homerun Brokers will fully advise you on the details of the taxes due on your particular property purchase. We would normally suggest adding an additional 12% -14% in total onto the agreed purchase budget to cover these.

VAT / IVA is calculated at 10% when a property is being sold new by a developer for the first time plus a stamp duty of 0.5% to 1.5% depending on the region.

Resale tax, (the tax paid if your property isn't new and you are buying from a previous owner), would usually also come to 10% but, post Covid, the Spanish government lowered the sales tax to 7%, as a form of incentive for the foreign buyer. This temporary adjustment will be active until further notice.

If you chose to rent out your property for holiday lets, you will need to get a Tourist Licence and pay a separate tax that will be calculated based on the yearly income total.

The key to a successful property purchase in Marbella as a foreigner

The Costa del Sol has always been a highly-sought-after location for a holiday home in the Mediterranean, and with recent events, has become even more so.

If you are one of those who has fallen in love with Spain and its longed-for lifestyle by the sea, choosing a property to buy in a foreign country can seem daunting at first.

The key to a successful purchase is to use a reputable local property agent. At Homerun Brokers we are dedicated to delivering you a faultless and smooth service; from initial property search through to legal arrangements and handing over the keys.



WHEN YOU CONTACT US, our initial meeting together will be a discovery session where we create a buyer's profile assessing your needs and budget. Based on information gathered from this meeting, we will then begin to prepare your search portfolio, which will usually consist of about 10 property options. In some cases, we do not even make it through the full list, as we hit the target with the first three options, and in other cases, we widen the search further to meet the client's needs.

IT IS WORTH STRESSING that we work with the whole market and can find details of all the available properties on the coast. The database we use is accessible to all agents on the Costa de Sol, meaning that using multiple agents will not necessarily give you any advantage – rather using an experienced, strategic-thinking agent like Homerun Brokers will be more likely to deliver you the result that you need.

IN ADDITION TO ALL MARKET LISTINGS, we also have privileged access to exclusive properties that haven't hit the market yet. This is due to good ongoing relationships with developers and investors on the Costa del Sol. This means we can guarantee that your property search portfolio will include options unavailable to other property agents in Marbella.

The key to our success lies in the preparatory work, or what we call, our discovery meeting. We listen carefully to the wishes of our buyers and, most importantly, our team is skilled at seeing deeper. Very often what our clients believe they want or need to be happy in their dream home turns out to be quite different in the end.

If you haven't had experience of living the full-on Spanish lifestyle before, guilt-edged Marbella is the perfect place to immerse yourself in. Life here is an ideal mix of family, business and social life surrounded by a community of international achievers; not to mention the spectacular contrast of the Sierra Nevada and the seafront - literally letting you enjoy powder snow in the morning and a sunset over the Mediterranean on the same day. When you buy a home in Spain you also buy into this lifestyle, which is renowned throughout Europe.



Types of **properties** you can expect to find on the **Costa del Sol**

BEACH HOUSES are a must view on the Marbella coast. These range from villas to detached and semi-detached houses. Another alternative is beachside apartments in residential developments which usually include a pool and gardens.

RURAL FINCAS are a great option for lovers of the countryside with plenty of outside space and a delightful opportunity to enjoy the fruits of the Mediterranean land. Lemon, orange and olive groves, as well as fig and pomegranate trees, are common in Spain's rural landscape.

LUXURY COUNTRY HOMES created from historic farms tend to maintain their Spanish architecture, keeping, for example, the wooden elements such as the roof and beams and thick white walls, and typically adding minimalistic and modern grandeur through the interior.

OLDER ANDALUSIAN-STYLE HOMES tend to be the perfect refurbishment project. If you enjoy flipping properties this may be the perfect option for you.

MODERN LUXURY VILLAS can often be considered contemporary works of art, offering sunset sea views, spectacular floor planning and surprising elements of design. Included are usually a wide range of jet-set social spaces such as saunas, indoor cinemas, gym rooms and the like.

NEW DEVELOPMENTS are plenty on the Costa del Sol and are an interesting alternative to the resale purchase. Many also offer customisation as an alternative for you to put your personal touch before your home is finished.

That sensation you get when you first walk into a property on a viewing and it feels like it is made just for you is inexplicable – you'll immediately know when you find your dream home. We have a track record of many satisfied buyers who have experienced this extraordinary feeling of 'coming home'. The next step after you have settled on a property is to make an offer – we recommend going below the asking price.

Our hands-on team at Homerun Brokers will be happy to walk you through the whole process and answer any additional questions. We treat all our clients individually and shape events for you to ensure an easy process and a smooth final deal. We will be battling with you all the way to make sure you too hit a home run and purchase your dream home in Marbella.

Contact us and one of our agents will be happy to help you!



Knowledge about location is key

Marbella, recently awarded the title of Best Holiday Destination in 2024, continues to be a crown jewel in Europe's vacation crown. Over the past decade and a half, it has transformed into a modern, cosmopolitan hub in Spain, offering infrastructure and amenities comparable to those found in much larger cities. This evolution presents a golden opportunity for property buyers. Marbella offers an extensive variety of real estate options, ranging from beachside apartments and townhouses to luxurious villas and charming countryside cottages.

The city is segmented into distinct areas, each with its own unique appeal for potential property owners.

Here's a look at the top locations to consider when purchasing real estate in Marbella:

01

Puerto Banús

LUXURY SHOPPING MARINA

Puerto Banús is one of the best-known nautical and tourist destinations in the world. Located in the area of Nueva Andalucía, to the southwest of Marbella centre, it was built in 1970 by José Banús, a local property developer, as a luxury marina and shopping complex. The area got a lot of attention and increased its popularity in the 1980s, often being visited by international celebrities.

Puerto Banús is the perfect place to own a property as a holiday home or as an investment as its gold-plated location means rents are always high.

02

San Pedro Playa

POPULAR, ACCESSIBLE AND CHARMING

San Pedro Playa, located just 10km west of Marbella and a stone's throw from the Ronda mountains, is on the rise as a top-tier holiday destination. Featuring luxury residences, pristine beaches, and a rich historical tapestry, this area combines the best of beachside living with the charm of traditional Spanish culture. San Pedro village welcomes with its warm community and excellent amenities, making it an unbeatable choice for those seeking a harmonious blend of nature, luxury, and local flavor.

03

Sierra Blanca

NATURAL BEAUTY IN A SELECT LOCATION

The spacious properties in **Sierra Blanca** are perfect for large families who want to live full-time in Marbella or older couples who are looking for privacy and a brilliant quality of life. The villas vary between ultimate modern luxury and traditional mansions.

Las Lomas de Sierra Blanca is an exclusive complex located in a quiet and elevated position above The Golden Mile with wonderful mountain and sea views. The apartments here have been finished to the highest standards.

05

La Zagaleta

THE MOST EXCLUSIVE RESIDENTIAL AREA

For those who prefer a high degree of seclusion and nature on a large private estate, **La Zagaleta** is the ultimate country club. It operates a residents-only policy, though invited guests are also welcome to enjoy the two magnificent 18-hole golf courses, the refined clubhouse and the racquet club and equestrian centre. Villas for sale in La Zagaleta often command the highest selling prices in the region.

04

La Quinta

TRANQUILITY SURROUNDED BY NATURE

There are many benefits to living in **La Quinta**, a tranquil area surrounded by nature yet still within close reach of all the amenities of Marbella and just minutes from Puerto Banús. This exclusive country club was developed around the Westin La Quinta Golf Resort and Spa, which is one of the coast's most prestigious golf courses and hotels, making it an ideal location for the keen golfer. The 27-hole course is made up of three 9-hole courses which are a challenge for all skill levels.

06

Golden Mile

THE CLASSIC HEART OF MARBELLA

The Golden Mile is one of the most luxurious residential areas in Marbella. It lies in the heart of an elegant avenue that connects Puerto Banús and Marbella Old Town. Here you'll see beachfront penthouses and villas enjoying views across a very select stretch of shoreline with some of the most exclusive beach clubs and resort hotels, such as The Marbella Club and Puente Romano. In fact, The Golden Mile was the birthplace of Marbella as we know it today as it was the site chosen by Prince Alfonso Hohenlohe to build his luxury Marbella vacation home.

07

Nueva Andalucía

AN ALL-ROUND FIRM FAVOURITE

One of, if not the most popular areas in Marbella, **Nueva Andalucía** borders Puerto Banús, an upscale marina with luxury boutiques and chic waterfront restaurants. Living in this area you are within walking distance of almost all main amenities and popular spots. However, just a little more inland you will find beautiful residential areas such as Las Brisas, Los Naranjos and Aloha that rise to hillside golf courses and wooded trails around mountain lakes like Lago de las Tortugas.

Nueva Andalucía is an ideal place for families looking to be central, close to their children's schools and day-to-day activities. It has something for all types of budgets; from accessible apartments and townhouses below a million euros to mesmerising frontline-golf villas for over ten million.



VILLA SELINI
LA ZAGAleta, BENAHAvis
8 BEDS | 9 BATHS | 3.412 M2 PLOT | 1.900 M2 BUILT | 659 M2 TERRACE
REF. HRB-00065P | € 15.800.000



VILLAS FOR SALE



VILLA ELBA
NUEVA ANDALUCÍA
7 BEDS | 8 BATHS | 1.824 M2 PLOT | 650 M2 BUILT
REF: HRB-00376P | € 7.900.000



VILLAS FOR SALE





VILLA MAGNA
LOMAS DE LA QUINTA, BENAHAIVIS
7 BEDS | 8 BATHS | 1.740 M2 PLOT | 872 M2 BUILT
REF. HRB-00282P | € 4.750.000

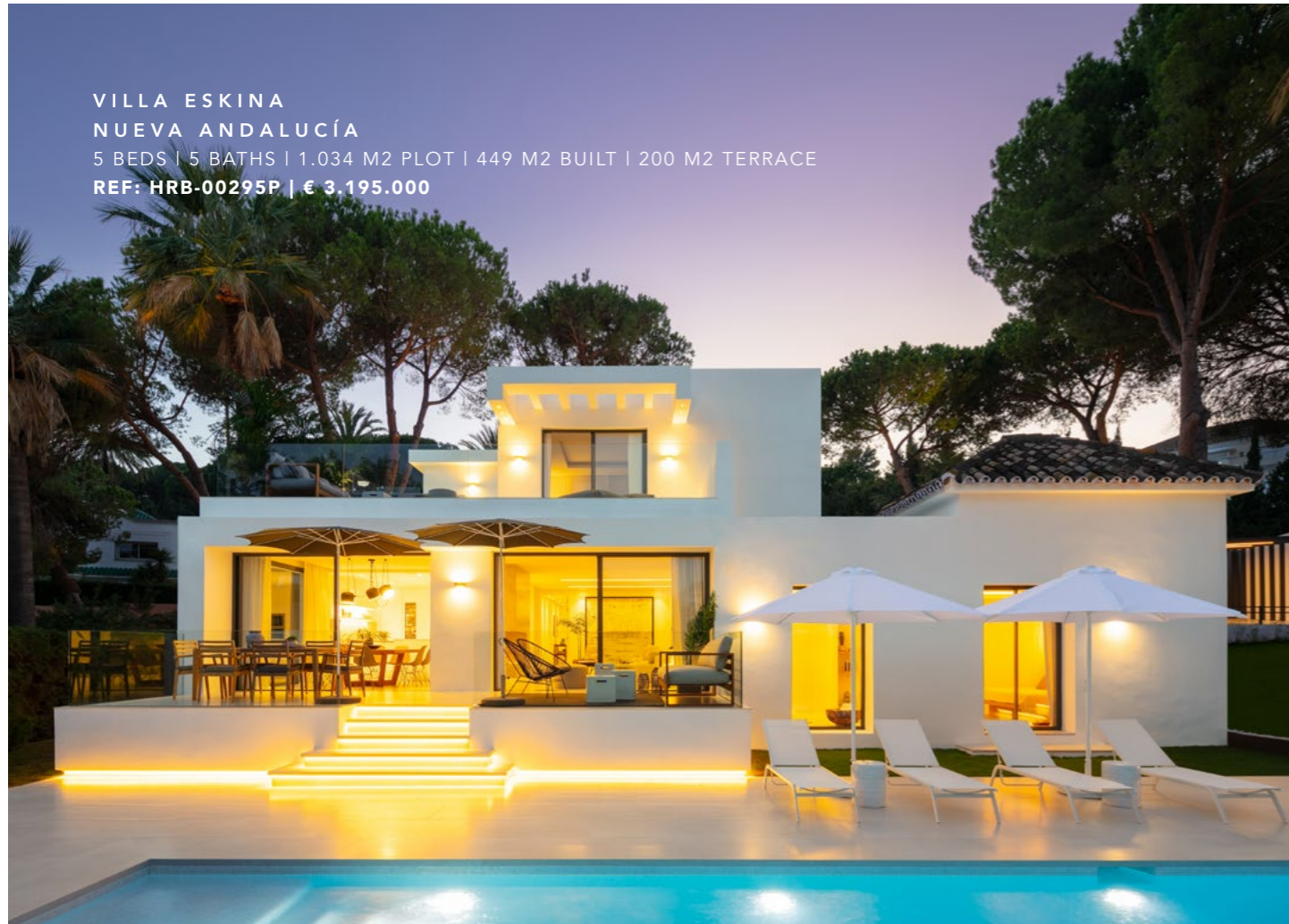


RESINA 6IX | VILLA 5
LA RESINA GOLF, ESTEPONA
5 BEDS | 5 BATHS | 1.111 M2 PLOT | 469 M2 BUILT
REF. HRB-00209P | € 2.950.000



VILLAS FOR SALE

VILLA ESKINA
NUEVA ANDALUCÍA
5 BEDS | 5 BATHS | 1.034 M2 PLOT | 449 M2 BUILT | 200 M2 TERRACE
REF: HRB-00295P | € 3.195.000

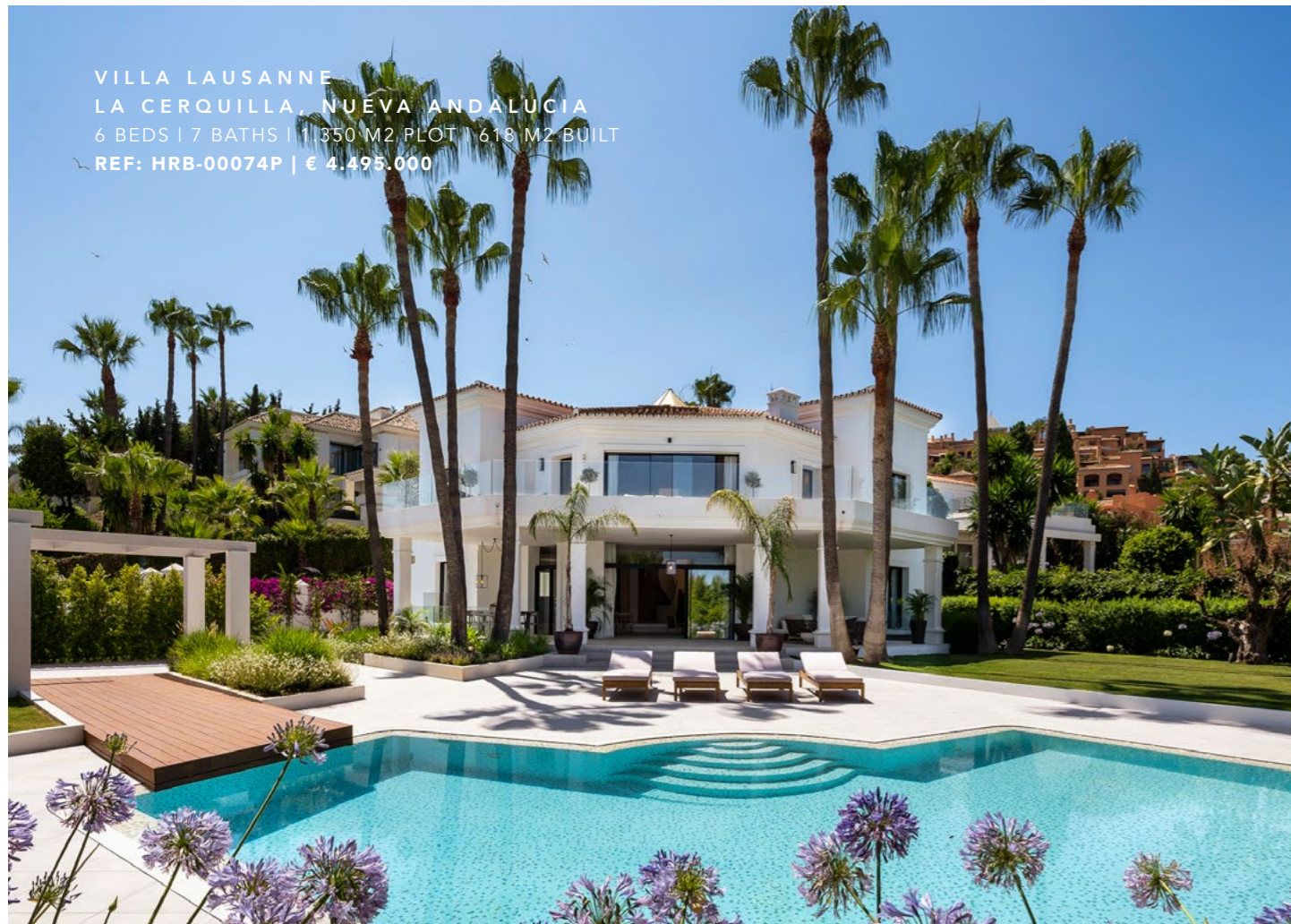


VILLA MAGDALENA
RONDA
6 BEDS | 7 BATHS | 50.000 M2 PLOT | 330 M2 BUILT | 700 M2 TERRACE
REF: HRB-00170P | € 5.900.000



VILLAS FOR SALE

VILLA LAUSANNE
LA CERQUILLA, NUEVA ANDALUCÍA
6 BEDS | 7 BATHS | 1.350 M2 PLOT | 618 M2 BUILT
REF: HRB-00074P | € 4.495.000



VILLA DIAMOND
NUEVA ANDALUCÍA
6 BEDS | 5 BATHS | 1.146 M2 PLOT | 567 M2 BUILT
REF: HRB-00109P | € 3.995.000





MÁLAGA

COMING SOON

PINARES HILLS

13 NEW DEVELOPMENT VILLAS

This exclusive development in a gated community north of Málaga City Center features 13 contemporary villas, each equipped with floor-to-ceiling glass to enhance natural light, open-plan living spaces, and a fully fitted kitchen chosen by the client during the completion process. Each villa features an entertainment room, wine cellar, extensive south-facing terraces, and a private saltwater infinity pool, combining luxury with modern comforts. Perfectly situated in the nature reserve of Pinares de San Antón, the community offers tranquility while being just minutes away from Malagueta beach, city center amenities, and shopping. Phase one includes the first six villas, with additional homes to follow in phase two.

Homerun Brokers is the exclusive agency for **Pinares Hills**. Contact us for more information!

PHASE ONE COMPLETION 2025



VILLAS FOR SALE

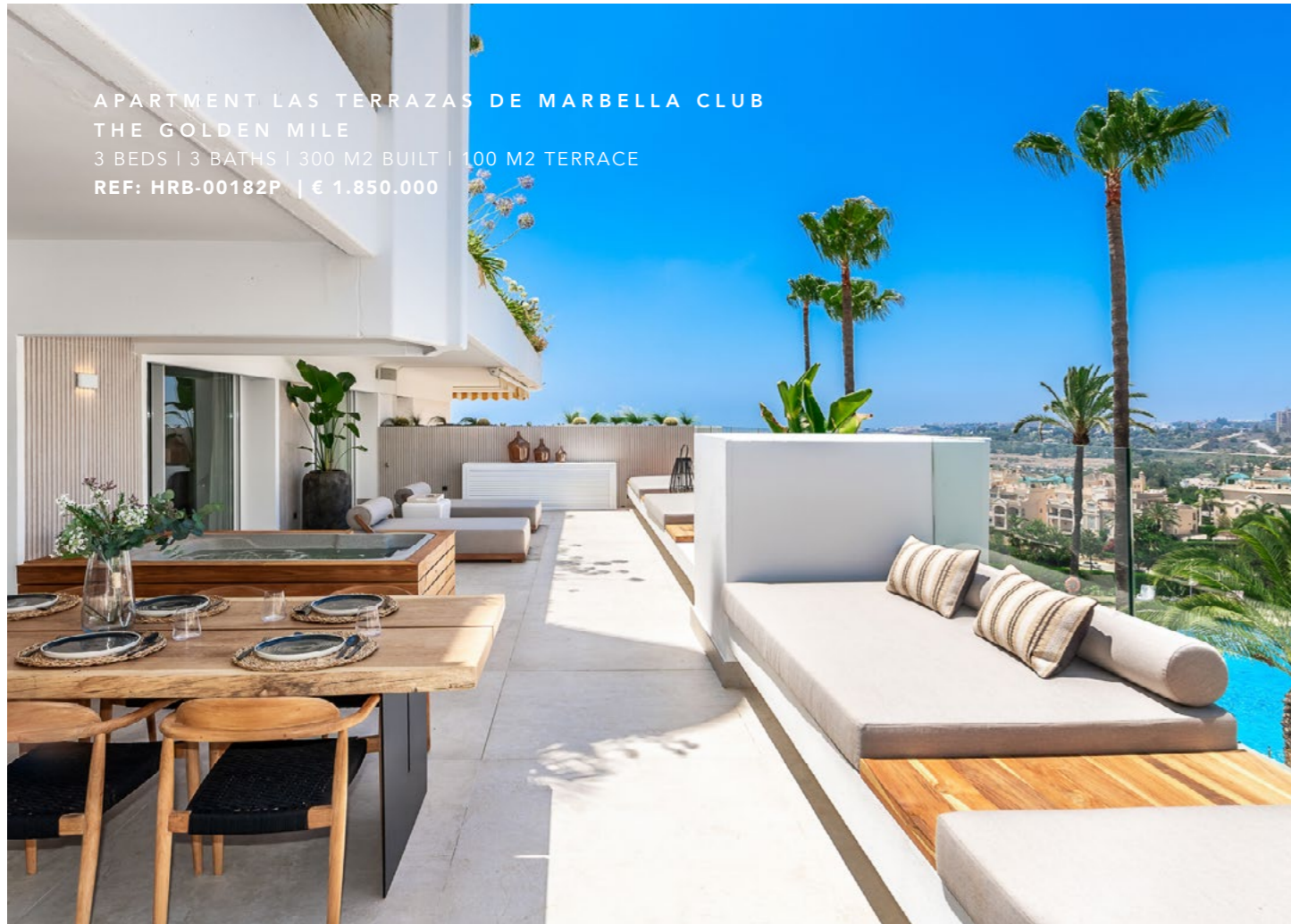


APARTMENT MALIBU
PUENTE ROMANO
3 BEDS | 3 BATHS | 125 M2 INTERIOR | 42 M2 TERRACE
REF: HRB-00383P | € 6.995.000



APARTMENTS FOR SALE





APARTMENT LAS TERRAZAS DE MARBELLA CLUB
THE GOLDEN MILE
3 BEDS | 3 BATHS | 300 M2 BUILT | 100 M2 TERRACE
REF: HRB-00182P | € 1.850.000



PENTHOUSE LA MAISON MONTAIGNE
LES BELVEDERES, NUEVA ANDALUCIA
3 BEDS | 3 BATHS | 207 M2 BUILT | 181 M2 TERRACE
REF: HRB-00261P | € 2.500.000

APARTMENTS FOR SALE



PENTHOUSE LA BOHÈME
LA QUINTA HILLS
3 BEDS | 3 BATHS | 160 M2 BUILT | 45 M2 TERRACE
REF: HRB-00289P | € 975.000



PENTHOUSE LA MAISON MONTAIGNE
LES BELVEDERES, NUEVA ANDALUCIA
3 BEDS | 3 BATHS | 207 M2 BUILT | 181 M2 TERRACE
REF: HRB-00261P | € 2.500.000



Marketing & Real Estate

List your property with us!

At **Homerun Brokers**, synergy is key. Our collaborative approach ensures that our marketing and sales departments work closely together, crafting the perfect strategy to showcase your home effectively. From laying the foundation at **Home Base** to achieving the ultimate **Homerun**, our integrated strategy guarantees a successful sale tailored to your unique needs.

Ready to hit a Homerun?

Let us take you through the process, base by base!





BASE ONE

Preparations | Needed Documentation

Once you have decided you want to sell your property it is important that everything is ready for the starting gun.

The first step in the sales process is to collect information about your property including all the finances. From operating costs, repairs and how much you bought the property for so that our agents can help you access the market value and advise an accurate asking price.

Documentation you will need (or we will help you get) includes:

- Nota simple - document confirming legal status of the property
- Escritura - title deeds
- Water and electricity contracts or bills
- Basura - payment receipt for refuse collection
- Last IBI receipt - the annual local property tax
- Community fee - membership of residents' association
- Energy certificate

And of course owners' passport/ID and NIE (Spanish tax ID number).

Personalised Marketing Strategy

We specialise in crafting SMART marketing strategies that are Specific, Measurable, Achievable, Realistic, and Time-bound for every property we handle.

Our dedicated Marketing and Sales team then customises a unique marketing plan tailored specifically to your property. This plan incorporates persuasive content, comprehensive specifications, and transparent pricing, all strategically designed to captivate the ideal audience. Leveraging the distinct character of your property, we lay the groundwork for a successful sales campaign.

BASE TWO

Content Creation

Taking professional photos and a video of your property is crucial for effective marketing. We provide valuable tips to prepare your property for the best presentation. We collaborate with top-tier videographers and photographers along the coast, alongside our exceptional in-house creative team, to produce additional, highly imaginative content for our social platforms.

List on platforms | CRM

Following the completion of the marketing material package, we showcase your property on our website. Furthermore, we list your property on prominent real estate platforms such as Inmobalia, Resales, and Idealista. These platforms cater to a diverse pool of potential buyers and fellow agents, amplifying its visibility and significantly improving the likelihood of connecting with qualified buyers actively seeking properties similar to yours.

Digital Media | Promotion

We maintain a robust presence on social media and take a unique approach to our marketing efforts. Social media plays a pivotal role, offering substantial value. Your property will not only be featured on our website but also extensively promoted across all our social media platforms, which encompass LinkedIn, Facebook, YouTube, and Instagram. We have a substantial following of a mix between clients and fellow agents, ensuring that your property garners widespread attention and engagement.

Newsletter Campaign | Network Reach

With our experienced agents and an extensive client database at our disposal, we strategically craft a series of personalised newsletters to spotlight the distinctive features of your property. For instance, if it's a golf front villa, we tailor our messaging to resonate with golf enthusiasts. Similarly, for properties boasting numerous rooms on the top level and situated in gated communities, we adopt a family-centric approach. These newsletters are designed to sow the seeds of interest in the minds of our audience. We distribute this sequence of newsletters, featuring your property, to our expansive database, which comprises over 10,000 clients and agents.



Property Viewings

Once all the previous steps have been successfully executed, we move on to the next phase: viewings. We have a unique approach, preferring to conduct individual viewings before arranging an open house event. This deliberate sequence creates the impression that the property isn't fully on the market yet, generating a sense of heightened interest. The longer the property maintains this "off-market" aura, the greater its sense of exclusivity and freshness, which can ultimately enhance its appeal to potential buyers.

BASE
THREE

Open House | Event

To provide an added boost to the property's visibility and to keep it at the forefront of agents' minds, we take an additional step by organising an open house event. This invitation is extended to a select group of over 5,000 luxury real estate agents along the coast. Our dedicated marketing team will collaborate with you to strategise the open house, ensuring it not only aligns with your preferences but also highlights the property's distinct features, creating an exclusive and unforgettable experience. We consistently infuse a unique and enjoyable concept into these events, ensuring they leave a lasting impression, making the property a memorable choice when clients come looking for their ideal home.

Moreover, depending on the specific property, we might choose to host a private open house. During such events, we carefully curate a smaller, handpicked group of experienced agents. This approach allows our listing agent to allocate more focused attention, ensuring that the property is presented in the best possible light.

Action Plan Follow-up | Review

Following approximately three months on the market, our seasoned sales team actively assesses the property's reception within the market. If, during this initial period, we do not observe substantial and high-quality interest, it becomes clear that adjustments may be required. These adjustments may encompass a reevaluation of the pricing strategy or the consideration of property styling, among other factors. Our primary focus is on heeding the feedback and signals from the market, and if necessary, we will coordinate a meeting with you to collectively formulate a fresh action plan moving forward. Our unwavering commitment is to ensure the successful sale of your property, and we are dedicated to adapting and refining our approach as needed to secure the optimal results.

Sale | It's a homerun!

Selling your property involves exciting moments as offers start coming in, bringing you closer to a sale. The agent informs the seller about all offers received, regardless of their quality. Ultimately, the vendor has the final say.

Once a purchase price is agreed upon, a reservation fee is paid to secure the property. After approximately 14 days and successful due diligence, both the vendor and buyer sign the purchase contract. This contract represents 10% of the property price (minus the reservation fee) and is transferred to the vendor's lawyer's account. The completion date is determined and included in the contract. On completion day, you or your lawyers meet at the notary to finalise the remaining 90% of the purchase, and the keys are handed over to the new owner. We help ensure any outstanding payments or debts are settled.



“Selling a property is like a game of chess. It’s not just about the immediate moves, but about planning several steps ahead and anticipating the market. Every decision, from pricing to negotiation, requires a strategy that is both offensive and defensive, aiming for the ultimate goal of checkmate: a successful sale at the best possible terms.”

- MATIAS CONCHA

Marketing plays a crucial role in real estate

MEET RAFKAT RAFIKOV | MARKETING STRATEGIST

At Homerun Brokers, we welcome Rafkat Rafikov to the team as our Marketing Strategist. With nearly a decade of expertise in the real estate market, including his strong contributions to the growth of Drumelia, Rafkat is renowned for his innovative strategies which combine knowledge of marketing, sales, and new technologies, making him a valuable bridge between all departments.

Rafkat's marketing journey began at a young age thanks to a strong interest in visual marketing, web development and sales psychology. Over the years, his commitment to quality and innovative use of marketing set new standards in the real estate industry, making him a pioneer of the modern approach in this field.

INSIGHTS FROM RAFKAT

ON INNOVATIVE MARKETING STRATEGIES

When Rafkat expressed his thoughts on the evolution of property marketing in Marbella, he highlighted a significant shift from traditional methods. He recalled, "When I started working in real estate about a decade ago, the usual strategy was to list the property, put up a sign, display a window card, and wait for potential clients to notice."

However, the landscape has changed significantly. Rafkat emphasized that "nowadays, effective marketing in real estate is not just an add-on; it's crucial for success," setting apart properties that remain on the market from those that sell quickly at the best prices.

The most significant change has been in digital marketing. "Over 90% of buyers now start their property search online," he noted, forming their initial impression of a property through a screen rather than a visit.

High-quality photos, virtual tours, and engaging videos have become essential, allowing buyers to explore properties from home and creating a strong impact long before they visit in person.

Rafkat pointed out that "social media has revolutionised how we reach potential clients. Platforms like Instagram and YouTube are invaluable to facilitate a personalised, interactive presentation of properties."

Understanding the local market remains crucial. Rafkat explained, "While technology and data are powerful tools, they cannot replace the value of local expertise. Knowing the nuances of the buying and selling process, the different neighbourhoods, the lifestyles – all help to craft marketing strategies that resonate with potential buyers." He added, "It's not just about showcasing a property; it's about showing the special lifestyle it can bring for potential buyers."



At **Homerun Brokers**, we exemplify a successful marketing strategy by seamlessly integrating marketing, sales, and administrative work. We blend the creative skills of a top-notch marketing department with the strategic insight of seasoned sales professionals. With our latest additions to the team **Rafkat** and **Roger**, our Head of Sales who recently joined Homerun Brokers after achieving a record sales volume in Marbella's luxury segment, Homerun ensures that our unique vision transfer interest into sales, elevating the entire buying and selling journey to exceed our clients expectations.



THE SALE OF

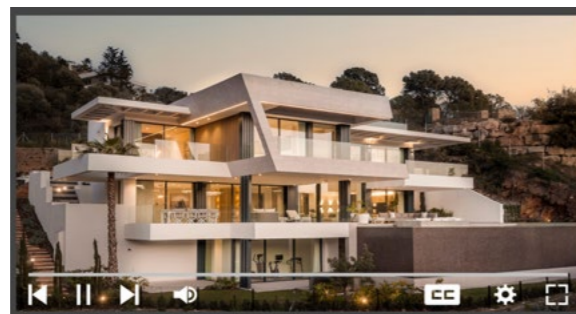
VILLA KIBOU



We recently knocked it out of the park with extensive marketing of our listing **Villa Kibou**, ultimately leading to it being sold at full asking price.

Our marketing strategy included taking high-quality photographs, showcasing the villa's best features in both daylight and sunset. Before putting the property on the market, we created a teaser video for Instagram, building suspense prior to the release of the property. Additionally, our videographer crafted a captivating property video, merging detail shots with dramatic wideshots, resulting in one of our best property videos to date.

In addition to displaying the property on our website, we also created a separate domain for the property. A standalone website allows for targeted marketing and SEO optimization, enhancing the property's visibility to potential buyers searching for specific features.



Scan to watch the full property video of Villa Kibou on our YouTube channel.



Elevating our game, we teamed up with **Homiés Marbella**, a cool local clothing brand, for their Spring/Summer 24 collection shoot at Villa Kibou. The collection, inspired by traditional Andalusian culture, features vibrant orange tones that evoke the region's sunsets and citrus fruits, creating a striking contrast with Villa Kibou's ultra-modern architecture. Utilising this cross-marketing strategy allowed us to create content that differs from the norm, and utilize the synergy of our brands to highlight the property and collection all at once.

During their photoshoot, our in-house videographer, **Blaz**, directed by digital specialist **Tessa**, took the opportunity to create social media content that turned heads. This strategic collaboration was a great success, proving once again that at Homerun Brokers, we're always innovating to keep our marketing in the major leagues.



FROM MARKETING TO HOMERUN



HOMERUN MARKETING



VILLA KIBOU
MONTE MAYOR, BENAHAIVIS
5 BEDS | 5 BATHS | 3.500 M2 PLOT | 807 M2 BUILT
REF. HRB-00190P | € 5.200.000



homerun
brokers

*Sunny
Days*

hb

RADICAL

RADICAL



LUXURY BRAND DEVELOPMENTS

A New Dawn in Luxury

FASHION MEETS ARCHITECTURE

A new luxury paradigm is emerging in Marbella, where architecture meets bespoke design. This transformation is largely driven by recent collaborations between renowned luxury brands and premier real estate developers. Currently making their mark on the Marbella property market are brands such as, FENDI CASA, Karl Lagerfeld, Elie Saab, Lamborghini and Dolce & Gabbana. But why do these iconic brands venture into real estate, and what makes Marbella their preferred canvas?

At the heart of these collaborations is the desire to create immersive brand experiences. Luxury brands, traditionally associated with haute couture, fine jewellery, and high-end automobiles, are extending their aesthetic into the world of real estate. By doing so, they are not only diversifying their portfolio but also offering their clientele a new dimension of brand engagement. These properties are designed to embody the brand's signature style and values, offering an unparalleled living experience that reflects the buyer's identity and aspirations.

Marbella, characterised by its scenic landscapes, select residential areas, and a climate offering more than 300 days of sunshine annually, provides an optimal setting for these luxury real estate ventures. Historically, Marbella has attracted a wealthy and distinguished demographic, positioning it as a prime location for luxury brands seeking to enhance their market position within the lifestyle sector.

Moreover, Marbella's real estate market has shown resilience and a consistent upward trajectory, supported by a robust demand for luxury properties. This economic stability offers a compelling proposition for luxury brands. They are not just investing in real estate; they are curating experiences, crafting spaces that resonate with their brand and fortify their brand image. Let us take you on a brief tour of these upcoming developments!

EPIC MARBELLA BY FENDI CASA

EPIC Marbella is situated on the prestigious Golden Mile. This project, comprising 74 properties, merges Italian elegance with modern luxury. The design-rich duplex apartments and penthouses, embellished with FENDI CASA's interiors, are being completed in three stages. The first and the second stage has been sold out, with only a few units remaining in the third stage set for completion in summer 2024. The inclusion of premium amenities like a state-of-the-art spa, a well-equipped gym, and a social club enhances the luxury brand immersion, offering elite living in one of Marbella's best areas.



KARL LAGERFELD VILLAS

The Karl Lagerfeld Villas, also set in Marbella's revered Golden Mile, are a testament to sustainable luxury. The development incorporates urban forestry with 300-350 trees planted and 2 km of cycle paths to boost biodiversity and reduce CO2 emissions. The villas stand out with their innovative design and environmental consciousness. They reflect a perfect harmony of fashion-forward aesthetics and architectural ingenuity, offering residents a unique living experience that is both luxurious and sustainable.





ELIE SAAB VILLAS

Elie Saab Villas in Sierra Blanca offers an exclusive collection of five luxurious villas, each showcasing contemporary style and luxury within a private, gated community. Highlighting Elie Saab's exquisite craftsmanship, the villas feature designs from the Elie Saab Maison collection. Priced from around 8.3 million euros, these residences epitomise elegance and serenity in the prestigious Sierra Blanca area. The project's completion is targeted for the first villa at the end of 2024 and the final villa early 2026.



TIERRA VIVA BY LAMBORGHINI

In the serene landscapes of Benahavis, Tierra Viva marries the ethos of Automobili Lamborghini with luxury living. This development offers residences that embody speed, style, and sophistication. The project will feature homes that resonate with Lamborghini's design philosophy, incorporating sleek, futuristic elements and state-of-the-art technology. Tierra Viva is a symbol of innovative living, catering to those who admire the fusion of luxury automotive design and high-end real estate. The development is set for completion June 2027.



DESIGN HILLS MARBELLA BY DOLCE & GABBANA

Design Hills Marbella, the first European residential project by Dolce & Gabbana. Spanning nearly 90,000m² on the Golden Mile, this project will house 92 lavish apartments. Each residence, ranging from 280 to 900m² and featuring up to five bedrooms, will be furnished with Dolce & Gabbana Casa interiors.

The development includes a plethora of amenities: high-performance sports facilities, meditation areas, golf simulators, and a SPA with a wellness center. It also features a private club with a cinema room, bar, wine, and cigar cellar. The area is inspired by Miami's Wynwood district and will include a 5-star GL Hotel and a commercial boulevard featuring international luxury brands and high end restaurants.

THE FUTURE OF LUXURY LIVING

As Marbella continues to attract global attention and investment, it sets a new benchmark for luxury living, where architecture, design, and brand prestige converge to offer exquisite living experiences. This new dawn in Marbella's luxury real estate is not just about the physical properties themselves but about creating a lifestyle that embodies the essence of luxury, sustainability, and innovation. This is just the beginning of Marbella's journey into a new era of luxury real estate. Further down the coast, the addition of a project by Missoni adds another layer to this evolving narrative. With these developments paving the way, the future of Marbella's real estate market is promising, as it becomes ever more exclusive and architecturally diverse.





Homerun Developments

OUR FIELD, YOUR TRUST



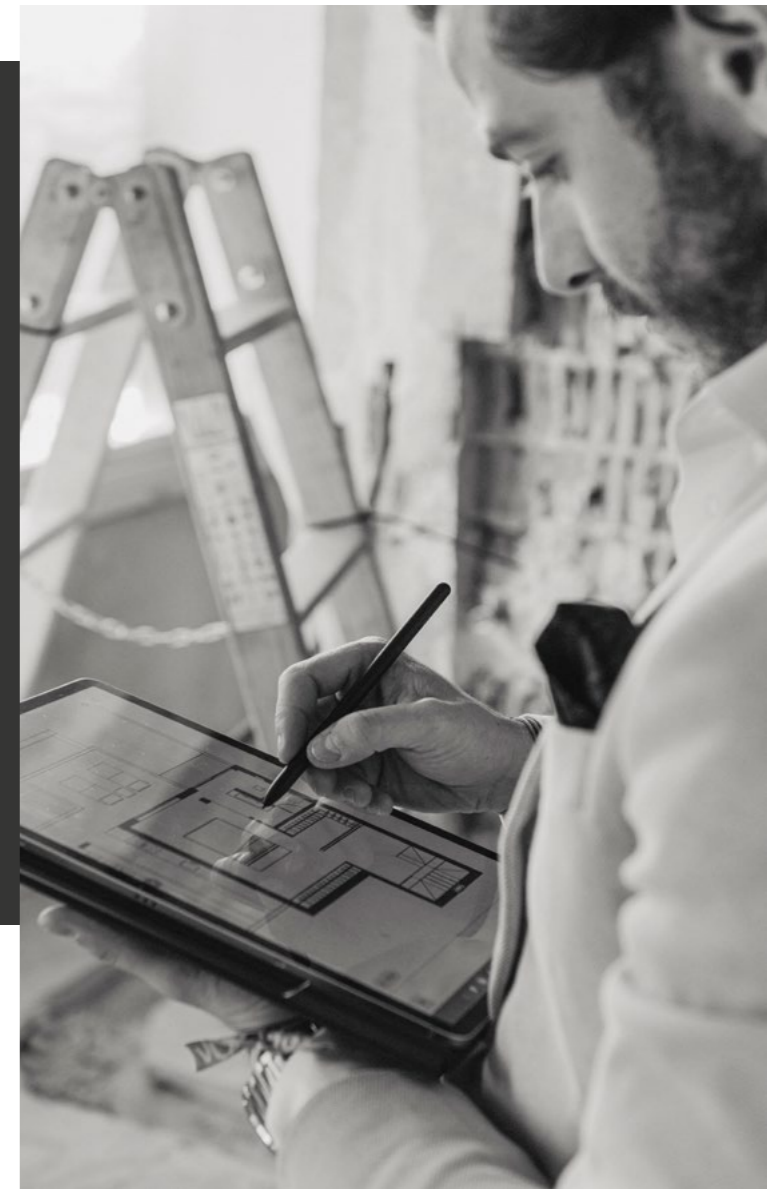
HOMERUN DEVELOPMENTS

INVEST WITH US

Homerun Developments curates superlative investment projects on your behalf. Our turnkey project management service delivers profitable property renovation, making your money work harder for you so you can work harder at enjoying life. We'll take the time to listen to your investment aims, carefully analysing the market to find the best purchase for your budget. Many of us are property investors ourselves and this expert knowledge places you in the best position on the field.

Our recommended investments strategy will be realistic and transparent – we also help arrange financing as needed. Unlike others, Homerun Development's service doesn't stop there. We stay the course, expertly overseeing every single detail from beginning to end. From selecting architects, builders and designers, to the marketing of the final result, it all happens in house.

Our team doesn't take an eye off the ball for a second, scoring a homerun for you with ultimate personal attention!





GOALS & VISION

During an introduction meeting, we will learn about your unique situation to gain understanding of what type of opportunity you are looking for. Regardless of your financing preferences and investment horizon, whether its a short renovation project or a part of a longer-term rental strategy - we carefully evaluate all options. By then adding our experience and knowledge, we will provide you with a suitable development project - and turn the vision into reality.

SCAN THE MARKET

You need a 360-degree view of the market in Marbella and on the Costa del Sol to choose the right investment property for you, and with the right timing. With our exclusive market access and insight, we have the right expertise in how to evaluate and create the best value in each investment opportunity.

INVESTMENT PLAN

Our team will provide you with a detailed plan for your investment, always with full transparency and honest communication. As we are investors ourselves, we understand the importance of gathering and distributing the right information - at the right time. We take great pride in making sure our investors receive status updates during the course of the project, but above all that you can sit back and have full confidence in our team. Of course we can also advise you on the most profitable financial structure for each case, and provide the best financial solutions for you.

PROJECT MANAGEMENT

Let us do the work for you. We handle everything from property acquisition and project concepts, to legal and administrative processes, managing project budgets and time plans, and detailed construction management on site. Throughout the project, our experienced project managers make sure to exceed your expectations and give you the highest possible return on your investment.

MARKETING & SALE

Regardless of whether the project is a short-term renovation, or part of a longer-term rental strategy - our marketing and sales department will make sure to meet your objectives. Our professional marketing team will provide best-in-class photographs, videos, online presence and open houses to create the right buzz of the property. Furthermore, our direct access to the right buyers and rental clients will make sure to close the deal in a profitable and smooth manner.

Discover our three latest finished **Homerun Developments** in the upcoming spreads. In addition to these, our team is working on **over ten** projects that are currently under construction. Stay tuned for more information on these on our instagram.

@homerundevelopments

DEVELOPED BY HOMERUN DEVELOPMENTS

Penthouse Maison La Bohème

LA QUINTA HILLS | €975.000



HOMERUN DEVELOPMENTS

3 BEDS | 3 BATHS | 160 M2 INTERIOR | 110 M2 TERRACE

Welcome to Maison La Bohème, a completely renovated duplex penthouse situated in La Quinta Hills surrounded by the serene landscapes of La Quinta Golf Course.

The first floor welcomes you with an expansive living area seamlessly connected to a gourmet kitchen featuring premium Smeg appliances. Step out onto the terrace to enjoy views to hills and the sea. A guest toilet adds convenience to this level.

Ascending to the second floor, discover three tranquil bedrooms, including a master suite with an en suite bathroom, while the other two bedrooms share a beautifully appointed bathroom. Enjoy the comfort of under floor heating in the bathrooms throughout this floor.



DEVELOPED BY HOMERUN DEVELOPMENTS

Penthouse La Maison Montaigne

NUEVA ANDALUCIA | €2.500.000

La Maison Montaigne is a duplex penthouse located in the prestigious urbanisation of Los Belvederes in Nueva Andalucia. This penthouse offers an outstanding south orientation with amazing views of mountains, the sea, the turtle lake, and a communal pool.

The property features a modern luxury style blended with Scandinavian influences, evident in its use of high-end materials such as wood, marble, micro cement, and bespoke furniture. The kitchen is custommade and the appliances are from the renowned brand Gaggenau.



PAINTING BY PAUL ARTS



HOMERUN DEVELOPMENTS



3 BEDS | 3 BATHS | 207 M2 INTERIOR | 181M2 TERRACE



DEVELOPED BY HOMERUN DEVELOPMENTS

Townhouse La Maison Saint Germain

NUEVA ANDALUCIA | €1.750.000



La Maison Saint Germain represents contemporary luxury in Marbella's Golden Mile. This renovated townhouse combines Scandinavian design with practical features. The residence is finished with high-quality wood and marble, offering two levels of living space.

The ground floor includes an open-plan living, dining, and kitchen area with Gaggenau appliances, leading to a private patio suitable for outdoor dining. This level also hosts a master suite with an en-suite bathroom and a second bedroom for guests or family.

The lower ground floor is designed for entertainment, featuring a pool table, bar, home cinema with Dolby Stereo Surround, and a gym. A distinctive wine cellar integrates the natural mountain stone into its design. The outdoor area includes a garden and terrace with BBQ and outdoor shower.

3 BEDS | 3 BATHS | 294 M2 INTERIOR | 93 M2 TERRACE



HOMERUN DEVELOPMENTS

Villa Yama

EL MADROÑAL | COMPLETED IN 2025

Gain an exclusive first look at our upcoming project in **El Madroñal** above, a remarkable villa crafted in collaboration between Homerun Developments and **Archidom Studio**. Archidom has masterfully blended traditional Andalusian arches with contemporary design to create a unique architectural statement.

Please contact us for more information!



325 days of sun

POWER YOUR LIFE IN MARBELLA WITH **SOLAR MIND**

GOING GREEN AND CLEAN

Where do you start with making the change? With the help of the team at Solar Mind, Homerun Broker's sister company for solar energy installation on the Costa del Sol, we've taken a look at how simple it is to do with a Marbella property.

Solar Mind is an experienced team from Sweden now successfully converting residential properties to solar energy in southern Spain. They bring all the great values you have come to expect from a Scandinavian company - superb personal service, straight-talking advice, smart design, and efficient and accurate delivery.

FIRST TWO STEPS

William Melin, director of Solar Mind in Spain, told us what the first moves are. "The first step is to talk to you and ask you for some basic information on your current energy consumption so we can help you get an idea of the savings versus the costs involved of using solar power," says William. "We get that you need to see the numbers first and we do that in a plain-speaking, easy to understand way. There are also potential subsidies from the government or EU to add into the equation." Secondly, Solar Mind arrange a no-obligation technical visit to the proposed property. Any home where you are the owner or have the right to install a solar system. The beauty of Spain is that there is much more flexibility on where to put the solar panels on a roof as the quality of the sunlight is so good.

"Whether a villa, townhouse or other property type, every customer of Solar Mind has a personalised plan from us for where their solar panels can go. We work the smart way and match the system to the house, not the house to the system. It's by far the best way and everybody is happy. And from then on, we handle everything smoothly," adds William.

BEST QUALITY-PANELS

As William explains, the team is proud of the care they have taken in sourcing the panels they install. "Our individual panels are an ideal, compact size for arranging different configurations for residential use and the quality and durability is superb. They have a lifetime manufacturer's guarantee of 25 years, which is exceptional and among the best on the market. The climate footprint is as low as possible and they are what we call 'Tier One' efficiency. Not all suppliers can say that."

Installations from Solar Minds include the latest, secure battery technology. The excess energy generated during the brightest hours is stored away carefully to use at night. It's all automatic so there is zero day-to-day fuss for a homeowner.

The team will also do the paperwork for you so that in time you can sell excess energy back into Spain's national electricity grid if you want to, sharing with you their extensive know-how on the way.

THE COST SAVINGS CAN QUICKLY ADD UP

Having established how easy and flexible it is to install panels on a home, what do the numbers really look like? A typical Costa del Sol villa or townhouse system can expect to generate 10,000 k Wh to 21,000 k Wh a year and recover the cost within 3 to 4 years. Over 30 years, the saving could be from 150,000 euros to 360,000 euros for those generating levels.

In most cases, solar panels combined with a battery will reduce an electricity bill anywhere from 60-90%, depending on the circumstances, system size and orientation.

SUBSIDIES TO MAKE US MORE SUSTAINABLE

Governments worldwide are looking to pay part of the cost of homeowners changing to clean energy. Solar Mind explain to their customers the possible subsidies; for residents from the European Union this could mean a cost saving of up to 35-40%. It is certainly an attractive incentive to go green as soon as possible.

By way of example, for Swedes, even those with a home in Spain, customers are allowed 19.55% on the panels and 48.5% deduction on batteries and car chargers up to 5,000 euros per homeowner. So if there are two owners, it is possible to get 10,000 euros from the Swedish government in deductions.

Solar Mind will explain the subsidy and reductions you can have whatever your nationality is. Also worth considering is that, with new laws making electric cars compulsory in a few years, now is the time to get ready to recharge our vehicles at home and reduce the cost of driving in the future.



Rent the Lifestyle

HOMERUN BROKERS RENTALS

Whether you're considering a short stay in Marbella, seeking a holiday home, looking to rent out, or need a long-term rental, we're here to help. For **short-term** stays, we offer only top-tier properties, ranging from luxury villas to premium penthouses, catering to a variety of preferences. Our **long-term** rental approach is client-centric, offering personalized services to find your ideal home.

Avoid the hassle of signing up with multiple agencies; let us streamline the process. We have strong ties with a network of agents, brokers, and landlords, giving you access to a vast selection of properties across all budgets.

Additionally, we've teamed up with an extensive **booking platform** to provide a comprehensive management service for short-term rentals. With over eight years of experience, our partner expertly handles marketing, management, and maintenance for luxury properties in Nueva Andalucia, ensuring seamless operations for both landlords and tenants.

*"Temporary keys,
lasting memories"*





VILLA EL AGUILA
MONTE HALCONES
7 BEDS | 7 BATHS | 860 M2 BUILT | 2.058 M2 PLOT
REF: HRB-00002P | € 45.000/MONTH



APARTMENT LOMAS DE LA QUINTA
LA QUINTA
3 BEDS | 3 BATHS | 132 M2 BUILT
REF: HRB-00046P | € 3.000/MONTH

RENTAL PROPERTIES



VILLA ADINE
NUEVA ANDALUCIA
5 BEDS | 4 BATHS | 604 M2 BUILT | 300 M2 TERRACE
REF: HRB-00040P | €17.000/MONTH



VILLA GUADALMINA 421
5 BEDS | 5 BATHS | 370 M2 BUILT | 921 M2 PLOT
REF: HRB-00031P | € 7.000/WEEK



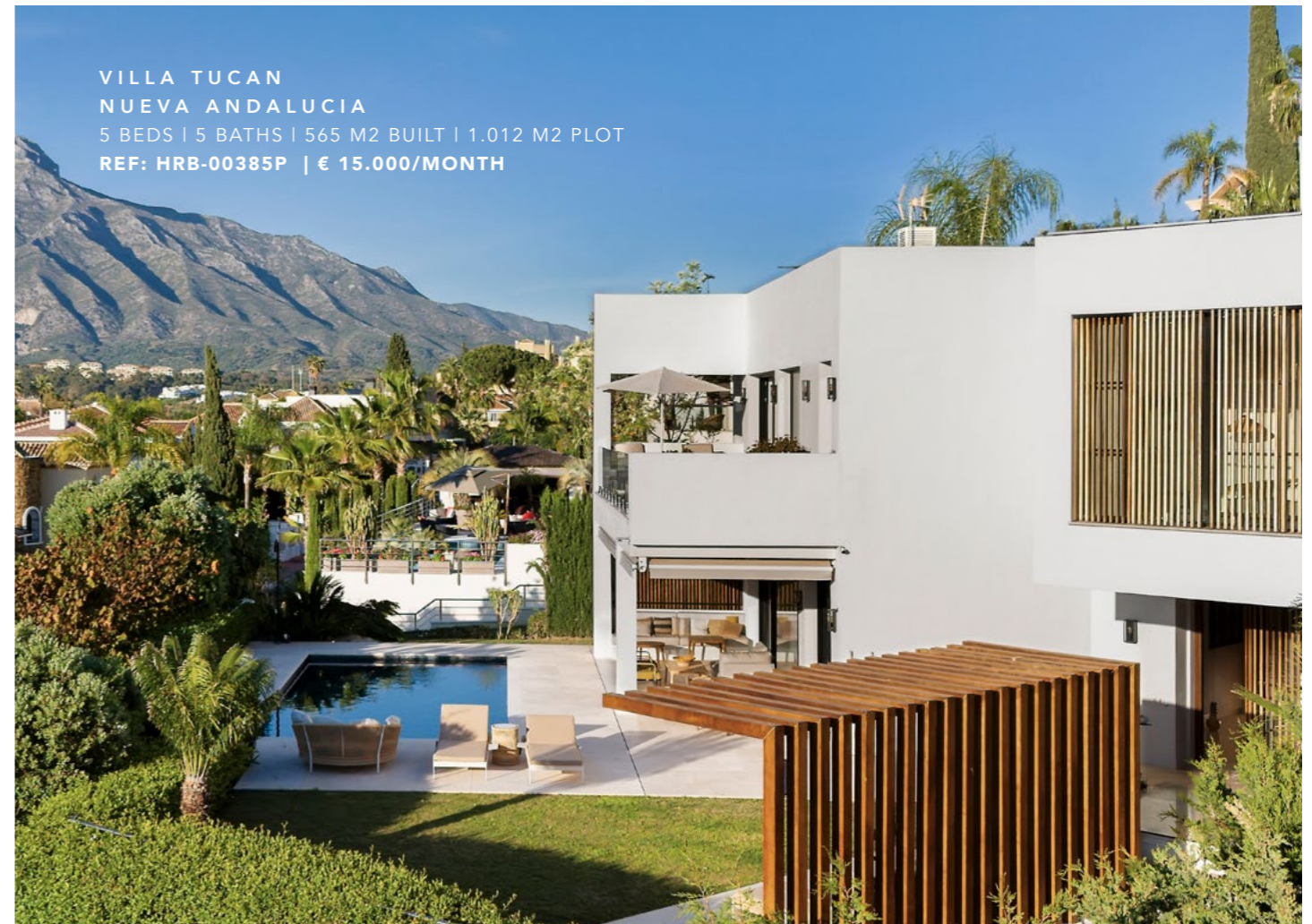
APARTMENT ITALY LA QUINTA
LA QUINTA
3 BEDS | 2 BATHS | 85 M2 INTERIOR | 26 M2 TERRACE
REF: HRB-00047P | € 3.500/MONTH



CASA CÉDROS
NUEVA ANDALUCIA
5 BEDS | 5 BATHS | 517 M2 BUILT | 1.008 M2 PLOT
REF: HRB-00013P | € 15.000/MONTH



VILLA AVALON
NUEVA ANDALUCIA
5 BEDS | 4 BATHS | 710 M2 BUILT | 1.500 M2 PLOT
REF: HRB-00041P | € 16.000/MONTH



VILLA TUCAN
NUEVA ANDALUCIA
5 BEDS | 5 BATHS | 565 M2 BUILT | 1.012 M2 PLOT
REF: HRB-00385P | € 15.000/MONTH

WHERE TO FIND US



The Golden Mile Office

We now have two offices in Marbella, one in the tower of **Los Naranjos Golf Club** and one on **Golden Mile**.



Los Naranjos Office

We now have two offices in Marbella, one in the tower of **Los Naranjos Golf Club** and one on **Golden Mile**.



*"It's not work,
it's a lifestyle"*





homerunbrokers.com

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