LUCAS FOX

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Exceptional Properties. Exclusive Locations.





in association with



BEST REAL ESTATE AGENCY SPAIN

Lucas Fox International Properties









REAL ESTATE AGENCY MARKETING SPAIN

Lucas Fox International Properties

2017-2018



ucas Fox is a specialist real estate agency offering exceptional properties and a full range of property services to international and national buyers. Founded in Barcelona in 2005, the company brings a fresh innovative approach to the luxury property business and a strong reputation for **reliability, integrity** and **in-depth market knowledge.**







MULTILINGUAL **LEADERS**

SERVICE **QUALITY**

> KNOW-CONSOLIDATED EXPANDING CREATIVE HOW ш **FULL SERVICE ESTABLISHED** INTELLIGENCE RELIABLE PERSONAL TRUST TARGETED EXCLUSIVE EXCEPTIONAL LOCATION

LUCAS FOX

PROGRESSIVE UNIQUE SERIOUS UNIQUE **SERIOUS**

OVERVIEW & BACKGROUND





NETWORK

Our numerous offices across Spain and global network of partnerships as well as our interactive online networks are essential to the growth of our business.







Lucas Fox has an established and strategic relationship with Savills, one of the world's largest real estate firms, with an international network of more than 600 offices.



PROFESSIONALISM

Exceptional customer service, a client-centric approach and highly qualified staff have contributed to a level of competence and professionalism unparalleled within the Spanish residential sector.



Lucas Fox extends far beyond what traditional Spanish real estate agencies offer, including: Residential Sales, Residential Rentals, New Developments, Property Management, Investment Consultancy, Golden Visa, Bespoke Marketing, Lucas Fox Prime.

QUALITY

The calibre of our portfolio of properties, our services, our people and our marketing material sets us apart from the rest.



INNOVATION

Remarkable properties require extraordinary marketing. Our award-winning in-house design, digital and creative teams embrace the very latest technology on the market and continue to break new boundaries.

A BRIEF HISTORY OF LUCAS FOX



IT ALL STARTED WITH...



Strong branding and marketing are crucial to the success of our business. In real estate first impressions count."



ALEXANDER VAUGHAN

Co-Founder

Alexander is a qualified UK lawyer and one of Lucas Fox's two Founding Partners. Alexander heads up Lucas Fox Prime and advises private sellers and developers of luxury real estate throughout Spain. He is the first point of contact for many Ultra High Net Worth clients and has an impressive track record of on and off-market luxury property sales in Spain.



LANGUAGES SPOKEN: ENGLISH, ESPAÑOL, FRANÇAIS

STIJN TEEUWEN

Co-Founder

Stijn is originally from the Netherlands and also trained as a lawyer. He has founded several startups in the Netherlands and on different areas of the Spanish coast. Stijn's main tasks are the financial management of the company, business development with a special focus on digital marketing and the technological development of the company. He also heads up the Lucas Fox Affiliate Programme.



LANGUAGES SPOKEN: ENGLISH, ESPAÑOL, NEDERLANDS



COMPANY TIMELINE



2005

• Company founded by Alexander Vaughan and Stijn Teeuwen

• Launch of Lucas Fox Costa Brava

2007

2011

• Launch of Lucas Fox Ibiza

•Company HQ moves to Pau Claris 108, Barcelona 2012

• Launch of Lucas Fox Sitges

2013

- Launch of Lucas Fox Maresme and Lucas Fox Marbella
- Launch of Residency in Spain
- First Property Lounge opened in Pau Claris



2014

- Launch of Lucas Fox Madrid, Lucas Fox Valencia and the Turó Park office in Barcelona
- Three further *Property* Lounges opened in Alella, Sitges and Turó Park
- Launch of *LFStyle*











2015

- Launch of Lucas Fox New Developments division
- New Property Lounges in Begur and Marbella
- •10-year anniversary

• Winner of Best Real Estate Agency (Spain) and Best Real Estate Marketing (Spain) at the International Property Awards

2016

2017

- Launch of Lucas Fox Affiliate Programme
- Launch of Lucas Fox Prime
- New Property Lounges in Madrid, Patacona (Valencia), Dénia and Gavà Mar
- Winner of Best Real Estate Marketing (Spain) at the International Property Awards

2018

- New Property Lounges in Vigo, Tarragona, Vilanova i la Geltrú, Los Monasterios, Andorra, Menorca, Alicante and Málaga
- Winner of Best Real Estate Agency (Spain) at the International Property Awards
- Lucas Fox forms new residential association with leading real estate advisory Savills

2019

- •New office in Girona
- New Property Lounges in Pozuelo, Platja d'Aro, and Sant Cugat del Vallès



2020-2021

- •New Property Lounges in La Cerdanya and Mataró
- A new partnership with Les Grands Domaines ME in France, specializing in wine and vineyard real estate



COMPANY HIGHLIGHTS FACTS & FIGURES



Q2005 FOUNDED Lucas Fox **26** OFFICES **1 30** NEW OFFICES planned by 2022



200 + for Spanish home sales to international buyers

OVER €1 billion \Rightarrow WORTH OF PROPERTY sold in the last 5 years





LUCAS FOX BUYER DEMOGRAPHICS*

	MOTIVATION FOR BUYING	INT	ERNATIO
34%	SECONDARY RESIDENCE	1	CAN
34%	PRIMARY RESIDENCE	2	UK /
22%	INVESTMENT	3	FRA
3%	RELOCATION	4	SCA
7%	OTHER	5	OTH



* Based on Lucas Fox data from 2019

IONAL BUYERS ARE MAINLY FROM:

NADA / USA

/ IRELAND

ANCE

ANDINAVIA

HER EUROPE

AGED BETWEEN 35 AND 55 YEARS OLD

FACTORS OF OUR SUCCESS





...OUR PEOPLE

Professional

Qualified

Dynamic

Multilingual

Knowledgeable

Reliable

Experienced



OUR ASSOCIATION WITH SAVILLS...

In November 2018 Lucas Fox became Savills real estate partner in Spain. The association gives Lucas Fox clients full access to Savills global business network, including its 600 offices and 30,000 employees in some of the world's leading cities. In 2017 Savills acquired Aguirre Newman, making it one of the top commercial property businesses in Spain.

Savills is a major global player in the prime residential property market so this offers a huge opportunity for both our resale and New Development businesses to capitalise on an association with a recognised and respected market leader."



ALEXANDER VAUGHAN Co-Founder

...OUR LEAD GENERATION

LEAD SOURCE	% OF TOTAL L
WEBSITES	46%
PORTALS	43%
SOCIAL MEDIA	4%
 EMAIL	3%
REFERRAL	1%
OTHER	3%

LEADS

LUCAS FOX AFFILIATE PROGRAMME

Our position as a leading agency in the Spanish luxury real estate sector and the specialization in the service to international clients, has allowed us to carry out a successful expansion process, with more than 26 offices nationwide and a forecast of 30 additional office openings by the end of 2022. Our Lucas Fox Affiliate Programme individually accompanies all new agencies, offering advice throughout the entire process.

Some of the services that our affiliates benefit from:



Comprehensive advice from a consolidated team with more than 12 years of experience in the real estate sector.



Be part of an internationally consolidated brand with a reliable reputation and deep market knowledge.



Be part of an extensive national and international network that facilitates the creation of synergies and the learning of specialists in the international luxury real estate market.

Our business model allows all those agencies selected to be part of the Lucas Fox Affiliate Programme to start or increase their market share in the luxury residential sector. Among the direct benefits of the programme is the strong positioning of the Lucas Fox brand, the know-how in the provision of services to international clients, technological and professional training, as well as an extensive database of clients with high purchasing power. In short, we offer the possibility of establishing a well positioned business and with proven success."



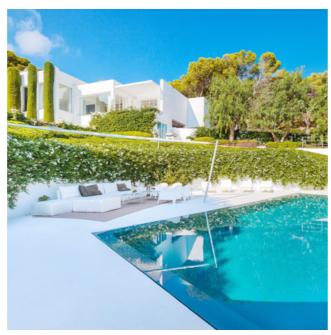
MICHAEL DICARPIO **Director of Affiliate Programme**

... OUR EXCLUSIVE SALES

BCN17552, Barcelona SOLD FOR: € 8,000,000



CBR14907, Costa Brava SOLD FOR: € 7,000,000

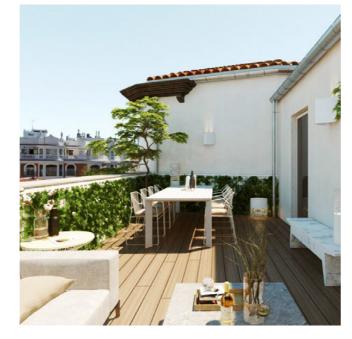


CBR11393, Girona SOLD FOR: € 3,800,000





LFB833, Ibiza SOLD FOR: € 3,300,000



MAD16859, Madrid SOLD FOR: € 2,000,000



MRB16048, Marbella SOLD FOR: € 3,300,000



LFV1211, Valencia SOLD FOR: € 1,700,000

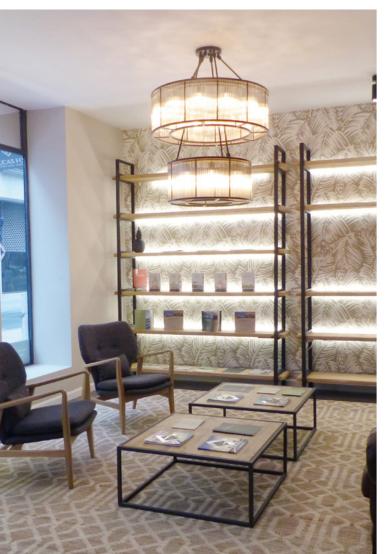




LFS2639, Sitges SOLD FOR: € 2,250,000









...OUR PROPERTY LOUNGES

Lucas Fox *Property Lounges* are synonymous with the Lucas Fox brand.

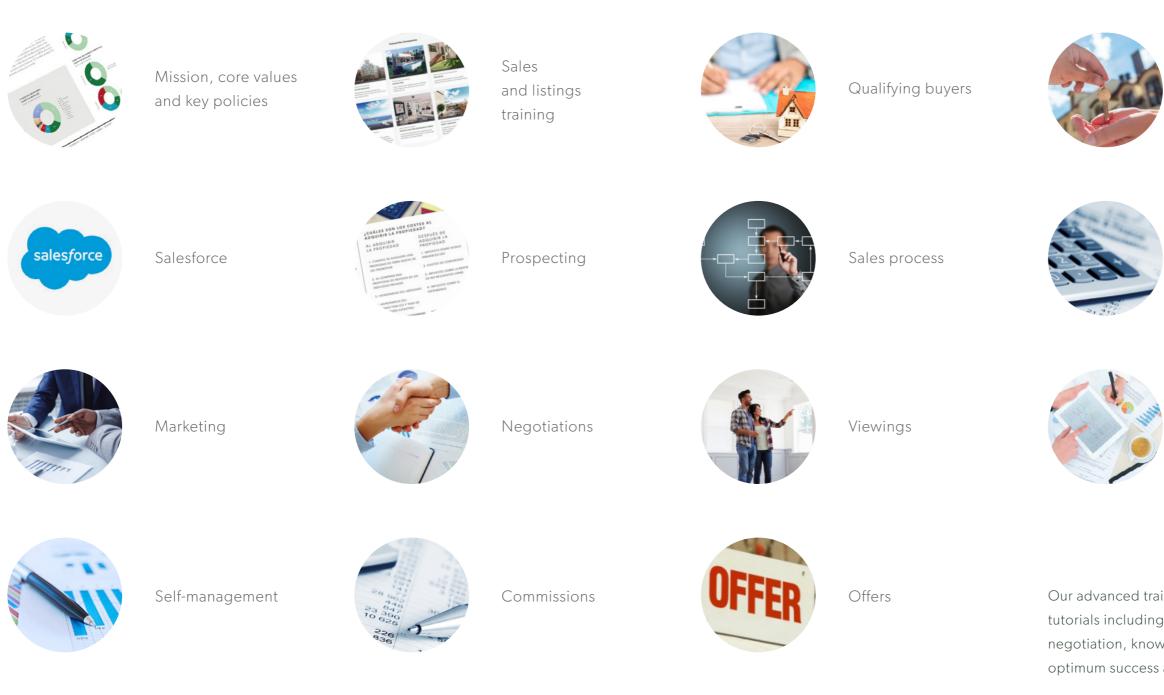
Upmarket

Contemporary

Accessible

...OUR IN-HOUSE TRAINING

Lucas Fox offers unrivalled intensive training for all new agents and Affiliates



Closing

Taxes and administrative processes

Customer service and professionalism

Our advanced training includes specialist tutorials including networking, advanced negotiation, knowing your customer and tips for optimum success as an agent.

...AND OUR CUSTOMER MANAGEMENT SYSTEM

Our customised back-end system provides real estate operations with cross-platform uniformity, solid data security and easy customisable features



Lucas Fox's customised Salesforce Platform (LF1) offers a cloud based intuitive workspace from which agents can manage all activities related to their real estate business. Using the Salesforce Sales Cloud, the back-end system boosts sales and productivity by keeping agents connected with the hottest clients and providing 360° visibility over all sales processes.

> WE TOOK THE WORLD'S #1 CRM PLATFORM FOR SALES, AND MADE IT BETTER





No installation



LF1 has over

150 happy users

In-bulit support channel with 1 hour response time within working hours



Data response system to get agents up and running within a day





Apple and Android ready, compatible with all browsers

fields, workflows and notifications to meet business requirements

SERVICES





RESIDENTIAL SALES & LISTINGS

ounded in a small back room in Barcelona, Lucas Fox now has 26 offices throughout Spain and 30 new office openings are planned by the end of 2022, thanks to the new Lucas Fox Affiliate Programme.

Our dynamic sales teams are professional, experienced and multilingual. Our agents' indepth market knowledge and high levels of customer service set Lucas Fox apart and give buyers and sellers peace of mind that they are working with the very best in the industry. Our listings agents ensure only the very best properties make it into our portfolio and meet the high expectations of our clients.

business.

Each of our offices is run by people who love what they do and know the market inside out. This passion is infectious for both buyers and sellers."



TOM MAIDMENT Partner, Costa Brava & Maresme

Lucas Fox is one of Spain's fastest-growing real estate agencies thanks to our referral and repeat

RESIDENTIAL RENTALS

ur rentals department brings together years of experience from real estate agents who have worked within the sector both in Spain and worldwide. Our agents provide proactive and regular communication during every rental transaction, ensuring that clients are across every step of the process. We currently offer homes for rent in Madrid, Barcelona and Valencia, where demand

from both international and national clients is growing significantly. Our houses and apartments are carefully selected to ensure they meet the specific requirements of each client and are centrally located with good access to services and amenities such as international schools, restaurants, shops, hospitals, airports and public transport links.

We try to take the traditional challenge out of renting a property to give tenants the exceptional service they expect, and to replace the hard work of being a landlord with simplicity and peace of mind."



SHIRLEY RHODES Head of Rentals & Property Management





PROPERTY MANAGEMENT

ucas Fox offers a high quality, consistent and reliable ongoing property management service that encompasses a wealth of experience, up-to-date market knowledge and legal expertise. We believe that this service adds professional distance to the client-tenant relationship, which keeps it on a sound business footing. Our experience tells us that every client and property is different

and all sorts of unusual and unpredictable situations can arise that may require a degree of empathy and pragmatism. Our team has an efficient, reliable and trustworthy network of contractors ready to help out any time of day or night. We offer three packages: 'welcome home', 'basic' and 'full management', which provide everything from setting up utility bills to contract negotiations with new tenants.

We offer fully flexible services to suit all requirements. In our experience managed tenancies tend to last longer and they also provide peace of mind and minimal stress for the landlord."



SHIRLEY RHODES Head of Rentals & Property Management

MARKET REPORTS

ucas Fox produces biannual in-depth market reports on the Spanish property market using in-house data as well as statistics and information from reputable external sources. The reports contain analysis of the latest trends including transaction numbers, value of sales, buyer nationality and motivation for buying. We analyse each of our main regions – Barcelona, Costa Brava / Girona, Maresme, Sitges, Madrid, Valencia, Ibiza and Marbella –

as well as assessing Spain as a whole. We also include the latest data on the Spanish economy, interest rates and tourism figures to give a truly comprehensive round-up of the market. Much of the analysis is subsequently reported in national and international press as Lucas Fox increasingly becomes the 'go-to' agency for insightful commentary on the Spanish residential market.

Our reports are unique, informative and up-todate dossiers aimed at helping our buyers and sellers make informed decisions about investing in Spanish property."



ALEXANDER VAUGHAN Co-Founder





FINANCIAL ADVICE

ucas Fox works with some of Spain's leading mortgage brokers who offer competitive packages to suit all requirements. Our brokers' special relationships with numerous Spanish and international banks ensure that they are able to negotiate excellent conditions for clients and obtain the very best deals, often unattainable elsewhere. They guide buyers through the mortgage set-up process step-by-step and are able to help buyers decide which kind of repayment model would work best – be it fixed, variable or a combination of the two. Our brokers are specialised in securing Spanish mortgages both for non-residents and residents and obtaining the most competitive rates. They can also help clients decide whether to take out a Spanish mortgage or remortgage an existing property in another country.

Lucas Fox mortgage broker collaborators are continually evaluating the lending options available so will know which mortgage and which lender is right for buyers, avoiding the minefield of often confusing financing options."



ROD JAMIESON Partner & Managing Director, Barcelona & Madrid

NEW HOMES MARKETING

ucas Fox is one of the few Spanish luxury real estate agencies with its own specialist in-house new homes marketing division. Our professional, creative, marketing and Public Relations teams are experienced in promoting new homes across Spain with a strong focus on the Barcelona and Madrid markets. We create and oversee a bespoke sales and marketing

strategy, optimising the value of each project. The team works across a number of disciplines from the marketing plan and budget to producing a range of marketing materials such as brochures, flyers, renders, plan bibles and 3D videos as well as branding, digital marketing, events and Public Relations.

Having an experienced in-house new homes marketing team has meant that Lucas Fox has become a one-stop shop for developers, who prefer not to have the hassle of sourcing their own PR and marketing; making it a win-win scenario."



MUNA BENTHAMI Head of Marketing





THE GOLDEN **VISA SCHEME**

ucas Fox offers a bespoke residency service with a team of experts guiding investors through any administrative and language issues as well as recommending legal services. Spain's "Golden Visa" scheme has opened the door to thousands of non-EU investors looking to benefit from the country's low property prices and numerous lifestyle benefits, primarily targeting Russian, Middle Eastern and Chinese

investors, with interest also from the USA, India and Latin America. The programme was established in 2013 allowing non-EU residency to obtain Spanish residency in exchange for investing in property or land worth €500,000 or more.

www.residencyinspain.com

Our dedicated team of multilingual experts help guide buyers through the often complicated residency process. We have the experience and skills to meet almost all expectations."



STIJN TEEUWEN Co-Founder

LUCAS FOX PRIME

Leading developers. Lucas Fox Prime showcases the very best Spanish homes and also offers an off-market section via a password-protected area, where buyers are privy to some of Spain's finest off-market properties, many of which have never been available on the open market.

www.lfprime.com



ALEXANDER VAUGHAN Co-Founder

Our outstanding track record, unique brand promise and personalised service attracts the very best real estate talent, ensuring that our team of experts are leaders in their field. Lucas Fox Prime delivers a range of distinctive services unparalleled in the industry, demonstrating a clear competitive advantage in marketing and selling luxury homes."



TESTIMONIALS



66

The service we received from Francis Wardley of Lucas Fox was outstanding. He understood our needs very well and eventually found us the perfect property in an area we hadn't previously considered and are now very happy to be resident in, simply because he listened and responded to our needs. The whole process was managed perfectly."

MORAG MAKEY

66

After a wonderful experience working with Emma at Lucas Fox to buy an apartment in Barcelona last year, I hired the firm to manage the property as well. Since I live in the United States, it was important to have a trustworthy and conscientious partner. I found it with Shirley and Sandra at Lucas Fox Property Management. Their attention to detail and customer service are impeccable, the costs reasonable and the peace of mind - priceless!"

66

Lucas Fox were absolutely fantastic from start to finish with our flat hunt and throughout the purchasing process. We worked with Francis and Ainoha who were incredibly professional, communicative and informative, and were invaluable when it came to negotiating a purchase internationally. They had great recommendations for a local lawyer who worked with us to facilitate everything."

GEORGINA WEINSTEIN

66

Every time we interact with them Lucas Fox provides world-class service at all levels: responsiveness, professionalism, quality of the viewings, organisation. We have been working recently with Pilar and in addition to all the qualities mentioned, she is super relaxed, positive and down-to-earth, making sure that our needs are put first. "

JORDI SERRAS MARQUÈS

66

The service we have received from Lucas Fox from helping us to choose the right property, to negotiating the right price, to working through the legals and communicating with the vendor and all associated utility and service companies, has been second to none. Not only that, our agent Tom Maidment has been very kind and friendly and provided a personal service to help us to move into our new property and settle, ensuring that any challenges we face are easily overcome, even after the completion of the sale."

CHRISSIE NUTALL

66

Lucas Fox has acted with great professionalism in all aspects, always adapting to our needs. Both the team and particularly Álvaro Navarro, with whom I had the pleasure of working, have been available at all stages of negotiation, even helping us with very specific details of the contract. Whatever you need, definitely count on them."

Q VALENTINA BARBATU

CHIP KUNDE



MARKETING





Global Press Exposure

(Financial Times, The Wall Street Journal, The New York Times, Gulf News, the South China Morning Post and many more)

Social Media Campaigns

> Virtual Viewings & LF Home Live Streaming

Property Videos (3D, lifestyle and reports)

LUCAS FOX MARKETING*







VISITS FROM OUTSIDE SPAIN

to the Lucas Fox website

- 1. USA **4.** Germany
- **2.** UK **5.** Netherlands
- **3.** France



number of countries reached (of 249 countries in the IOS Standard List)



Including The New York Times, The Wall Street Journal, the Financial Times and The Economist



for numerous property-related multilingual phrases





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