



LUCAS FOX

Exceptional Properties.  
Exclusive Locations.



EUROPEAN  
PROPERTY  
AWARDS  
REAL ESTATE

in association with  
**The Telegraph**

★★★★★

BEST REAL ESTATE  
AGENCY SPAIN

Lucas Fox  
International Properties

2016-2017



EUROPEAN  
PROPERTY  
AWARDS  
REAL ESTATE

in association with  
**The Telegraph**

HIGHLY  
COMMENDED

REAL ESTATE AGENCY  
MARKETING SPAIN

Lucas Fox  
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REAL ESTATE AGENCY  
MARKETING SPAIN

Lucas Fox  
International Properties

2017-2018



Lucas 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**.



**LUCAS FOX**  
INTERNATIONAL PROPERTIES

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MULTILINGUAL  
**LEADERS**  
SERVICE  
**QUALITY**

**INNOVATIVE**  
INTERNATIONAL  
PROFESSIONAL

RECOGNISABLE  
**AUTHORITY**

**ETHICAL**

**CONFIDENT**  
**EFFICIENT**  
HIGH-END  
DESIRABLE  
**BESPOKE**  
AWARD-WINNING  
**INTEGRITY**  
APPROACHABLE

**LUCAS FOX**

DISCERNING  
PROGRESSIVE  
**UNIQUE**  
**SERIOUS**

CREATIVE  
**ESTABLISHED**

EXCLUSIVE  
**EXPANDING**

RESPECTED  
**RELIABLE**  
EXCEPTIONAL

**INTELLIGENCE**

KNOW-  
HOW

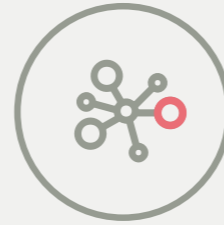
TARGETED

**TRUSTED**

**CONSOLIDATED**  
FULL SERVICE  
PERSONAL  
LOCATION



# OVERVIEW & **BACKGROUND**



## NETWORK

Our 19 offices across Spain and global network of partnerships as well as our interactive online networks are essential to the growth of our business.



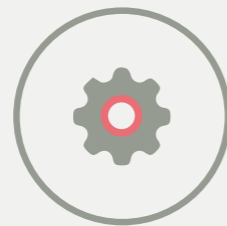
## QUALITY

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



## 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.



## SERVICE

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.



## 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



“We should consistently evolve to improve the service to our clients.”

## 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

# AND THEN THESE GUYS JOINED THE PARTY...



*“Follow up is the key to success.”*

## **ROD JAMIESON**

Partner & Managing Director,  
Barcelona & Madrid

Born in the UK, Rod has more than 15 years' experience in the luxury real estate market on the Mediterranean. He joined Lucas Fox in 2014 when he became Director of the Madrid office where his role included developing a property portfolio for international and national investors. In 2016 he became Director of Operations for the head office in Barcelona and then in 2017 Managing Director of the company and Partner of the Madrid business.



**LANGUAGES SPOKEN**  
ENGLISH, ESPAÑOL, FRANÇAIS



*“Honesty and integrity underpin everything in business. Always take a long-term view over short-term profit.”*

## **TOM MAIDMENT**

Partner, Costa Brava & Maresme

Tom joined Lucas Fox in 2007 - just 18 months after the company's inception - as Partner of the Costa Brava / Girona business. Over the course of the past decade he has developed the business into one of the region's most successful real estate agencies and secured some of the company's largest residential sales transactions. In 2013 Tom became Partner of the Maresme Coast business and now heads up all of Lucas Fox's business activity north of Barcelona city.



**LANGUAGES SPOKEN**  
ENGLISH, ESPAÑOL, FRANÇAIS



*“Success is where preparation and opportunity meet.”*

## **STEPHEN LAHIRI**

Partner, Marbella

Stephen joined Lucas Fox at the beginning of 2012 with over 11 years' experience managing sales teams in the real estate industry on the Costa del Sol, the Middle East and Asia. Prior to that, Stephen spent 5 years as an International Management Consultant in London and 3 years as Commercial Director for a Facilities Management company. Stephen became Director of Lucas Fox's Marbella office in 2013.



**LANGUAGES SPOKEN**  
ENGLISH, ESPAÑOL, FRANÇAIS



“*Mens sana in corpore sano.*”

### JUAN LUIS HERRERO

Partner, Valencia

Born in Valencia, Juan Luis has worked in the real estate sector for more than 25 years. He worked for Gefesa collaborating in the development of important avant-garde real estate projects in the Valencian Community, as well as being a Parquesol representative. He joined Lucas Fox at the start of 2014, where his main role consists of promoting the Valencian lifestyle to international clients.



**LANGUAGES SPOKEN**  
FRANÇAIS, ESPAÑOL, VALENCIÀ



“*Be proud of what you do and then success will follow.*”

### ESTEFANIA ROIG

Partner, Valencia

Estefania has worked in luxury real estate since 2013 and joined Lucas Fox in 2014, attracted by its excellent international team and client-centric focus. Her main role is to introduce international clients to the Valencian lifestyle. Prior to that, she worked for 12 years as a local development agent managing and evaluating European training and employment opportunities.



**LANGUAGES SPOKEN**  
ENGLISH, ESPAÑOL, VALENCIÀ

# COMPANY TIMELINE



2005

- Company founded by Alexander Vaughan and Stijn Teeuwen



2007

- Launch of Lucas Fox Costa Brava



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

## 2016

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

## 2017

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

## 2018

- New *Property Lounges* in Valencia Old Town, Vigo, Tarragona (Affiliate) Vilanova i la Geltrú (Affiliate), Los Monasterios (Affiliate), Andorra (Affiliate) and Menorca (Affiliate)
- Winner of Best Real Estate Agency (Spain) at the International Property Awards

## 2018-2020

- Up to 50 new Affiliate offices planned

# OUR REGIONS & OFFICES



LUCAS FOX OFFICES 

LUCAS FOX OFFICES (PLANNED) 

Office hours are 9.00am to 6.30pm with sales agents also available out of these hours when required



COMPANY HIGHLIGHTS  
**FACTS & FIGURES**

 **2005** FOUNDED  
Lucas Fox

**19** OFFICES  
(and growing) 

**40** NEW OFFICES  
planned by **2020**



**4** PRESTIGIOUS  
industry awards



**11** LANGUAGE  
websites



**11+** LANGUAGES  
spoken

**180** STAFF + 



**NUM.1**

for Spanish home sales  
to international buyers

MORE  
THAN

**€750,000,000**

WORTH OF PROPERTY  
sold in the last 5 years



**€400,000,000**

WORTH OF PROPERTY  
expected to be sold in 2018

Lucas Fox buyers are:



## LUCAS FOX BUYER DEMOGRAPHICS\*

### MOTIVATION FOR BUYING

41%	SECONDARY RESIDENCE
34%	PRIMARY RESIDENCE
19%	INVESTMENT
3%	RELOCATION
3%	OTHER

### INTERNATIONAL BUYERS ARE MAINLY FROM:

1	UK / IRELAND
2	FRANCE
3	CANADA / USA
4	SCANDINAVIA
5	OTHER EUROPE

COMPANY OWNERS / FINANCIERS / ENTREPRENEURS / LIFESTYLE INVESTORS



AGED BETWEEN 35 AND 55 YEARS OLD

\* Based on Lucas Fox data from Q1 & Q2 2018



FACTORS OF  
**OUR SUCCESS**



## OUR PEOPLE...

Professional



Qualified



Dynamic



Multilingual



Knowledgeable



Reliable



Experienced

# ...OUR EXCLUSIVE SALES

**BCN7800, Barcelona**  
SOLD FOR: € 3,650,000



**LFB337, Ibiza**  
SOLD FOR: € 1,850,000



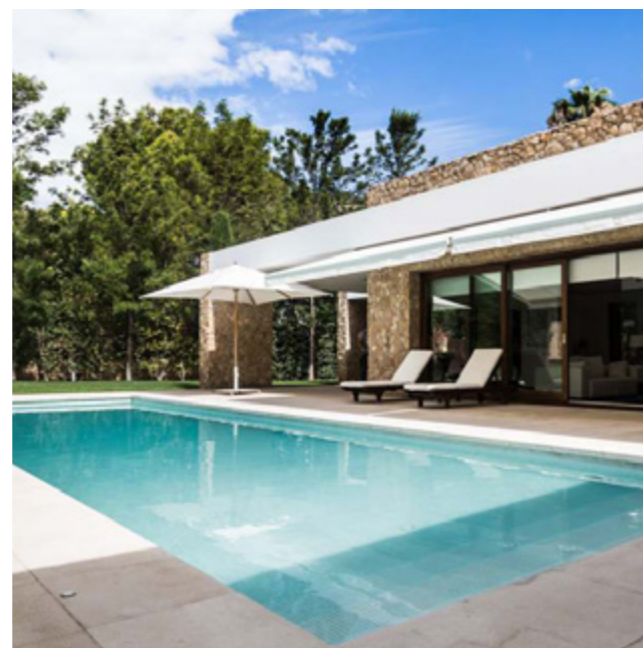
**MAD5997, Madrid**  
SOLD FOR: € 1,975,000



**LFCD5660, Marbella**  
SOLD FOR: € 12,500,000



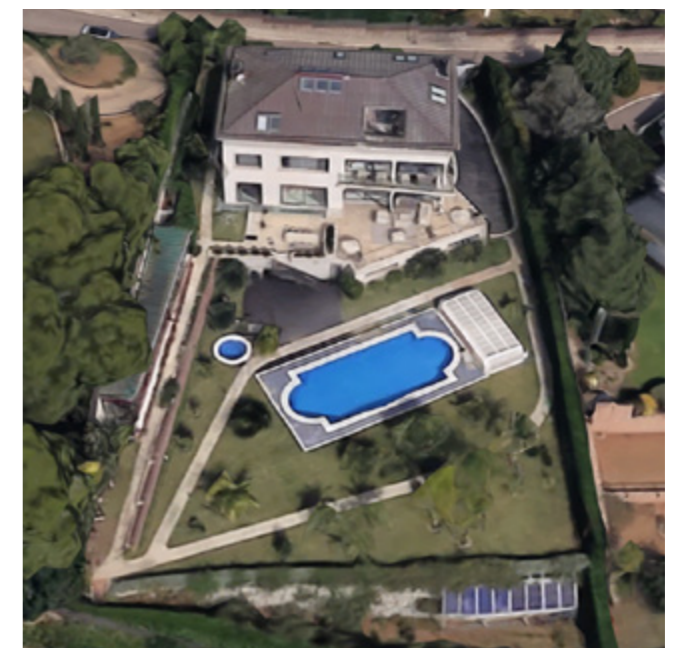
**SIT3121, Sitges**  
SOLD FOR: € 2,980,000



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



**LFCB613, Costa Brava**  
SOLD FOR: € 6,300,000






**MRS645, Maresme**  
SOLD FOR: € 5,500,000

## ...OUR LEAD GENERATION

A total of 34,779 leads were generated during 2017, a rise of 40% over 2016.

The main sources of lead generation are:

LEAD SOURCE		% OF TOTAL LEADS
	PORTALS	40%
	WEBSITES	38%
	WALK-IN, ADVERTISING, EVENTS, PRESS, BROCHURES & FLYERS	12%
	REFERRALS	10%



## ...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



Mission, core values and key policies



Sales and listings training



Qualifying buyers



Closing



Salesforce



Prospecting



Sales process



Taxes and administrative processes



Marketing



Negotiations



Viewings



Customer service and professionalism



Self-management



Commissions



Offers

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**



LF1 has over 150 happy users



No installation



Apple and Android ready, compatible with all browsers



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



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



Customised fields, workflows and notifications to meet business requirements

INTERNATIONAL  
PROPERTY

# SERVICES

PROPERTIES



## RESIDENTIAL SALES & LISTINGS

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**F**ounded in a small back room in Barcelona, Lucas Fox now has 19 different offices throughout Spain and more than 40 new office openings are planned by 2020, thanks to the new Lucas Fox Affiliate Programme.

Our dynamic sales teams are professional, experienced and multilingual. Our agents' in-depth 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.

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

# RESIDENTIAL RENTALS

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**O**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

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Lucas 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

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Lucas 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-to-date dossiers aimed at helping our buyers and sellers make informed decisions about investing in Spanish property.”*



**ALEXANDER VAUGHAN**  
Co-Founder





## FINANCIAL ADVICE

---

Lucas 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

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**L**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

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Lucas 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](http://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

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Lucas Fox Prime is the first dedicated service connecting sellers and buyers of ultra luxury homes in Spain. Since the company was founded in 2005 Lucas Fox has been involved in some of the country's most exclusive prime residential transactions and has built up trusted relationships with both private owners and 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](http://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.”



INTERNATIONAL  
FINANCE

# TESTIMONIALS

PROPERTIES

“

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

“

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!”

---

 CHIP KUNDE

“

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

“

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

“

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

“

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.”

---

 VALENTINA BARBATU


INTERNATIONAL  
FINANCE

# MARKETING

PROPERTIES



# LUCAS FOX MARKETING\*

MORE THAN **1.3 MILLION** Annual Website Visits

 **WEBSITE VISITS**  **32%**



## VISITS FROM OUTSIDE SPAIN

to the Lucas Fox website

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



**222 COUNTRIES**

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



**450+** ARTICLES IN NATIONAL AND INTERNATIONAL PRESS

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



**PAGE 1** GOOGLE RANKING

for numerous property-related  
multilingual phrases

\* Based on marketing data from 2017

# KEY PLAYERS

## MUNA BENTHAMI

**Title:** Head of Marketing  
**Motto:** Change is the only constant  
**Greatest achievement:** Work in Progress



## CARRIE FRAIS

**Title:** PR & Content Specialist  
**Motto:** Take risks, seize opportunities and keep challenging yourself  
**Greatest achievement:** Being one of the first female sports presenters on UK TV



## OLGA DOKUKOVA

**Title:** Digital Marketing Manager  
**Motto:** Dreaming without acting is useless  
**Greatest achievement:** Becoming a co-founder of a startup after being a finalist of an important startup competition



## PAOLA D'ALVANO

**Title:** Digital Marketing Specialist  
**Motto:** Innovate and create new ideas  
**Greatest achievement:** Being one of the winners at the mobile app weekend



## PATRICIA PRIOR

**Title:** Digital Marketing Specialist  
**Motto:** Learn from your mistakes  
**Greatest achievement:** To be able to work using what I have studied



## CATRIONA GROVES

**Title:** New Developments Marketing  
**Motto:** Check and check again (and then again)  
**Greatest achievement:** Surviving a Cambridge University Maths degree



## SIMON KELLY

**Title:** Front-end Web Designer  
**Motto:** Think of the user  
**Greatest achievement:** My two amazing daughters



## MATT CASEY

**Title:** Software Developer  
**Motto:** Try it first then read the instructions  
**Greatest achievement:** Keeping my kids happy with Dad-jokes



## GUIDO DEL SOLAR

**Title:** Art Director & Branding Specialist  
**Motto:** Think more, work less  
**Greatest achievement:** Turn all my passions into a way of living



## DAVID NEBOT

**Title:** Senior Designer  
**Motto:** You can do great things without making a noise  
**Greatest achievement:** Working doing what I love and being able to teach my passion to future designers



## BRANDS AND PUBLIC PROFILE

Lucas Fox is now one of the most recognisable national and international luxury brands.



## BRAND CREATION FOR EXCLUSIVE NEW DEVELOPMENTS

Our creative team works closely with developers and promoters to fully understand each project, identifying its essence, its values and its goals to ensure that the brand and logo are relevant, memorable and impactful.

# MARKETING COLLATERAL

Working with a team of top designers, illustrators, render experts and content writers, we create fresh and innovative marketing materials utilising effective online and offline distribution strategies.

Our design skills and print knowledge have enabled us to make use of the very latest materials, formats and techniques to ensure that each project's sales campaign is supported by the highest quality marketing materials.

Brochures



Adverts

Plan bibles



3D walkthroughs

Flyers

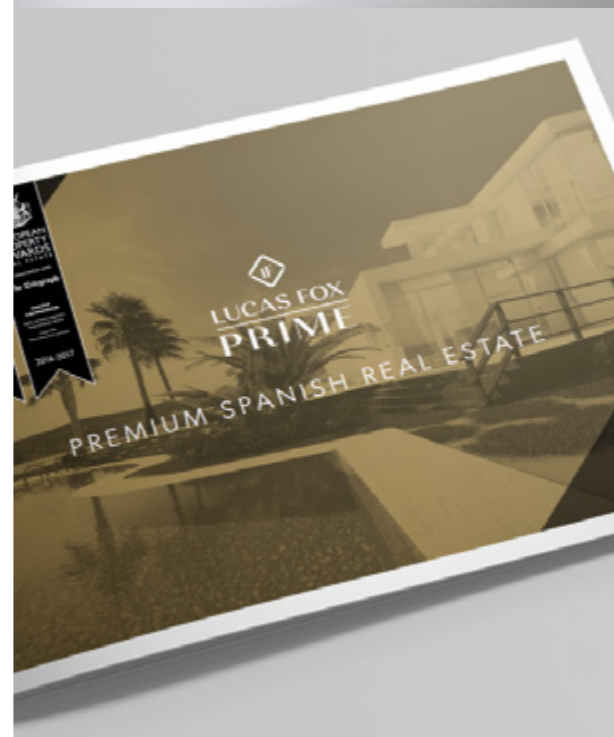


Animated infographics

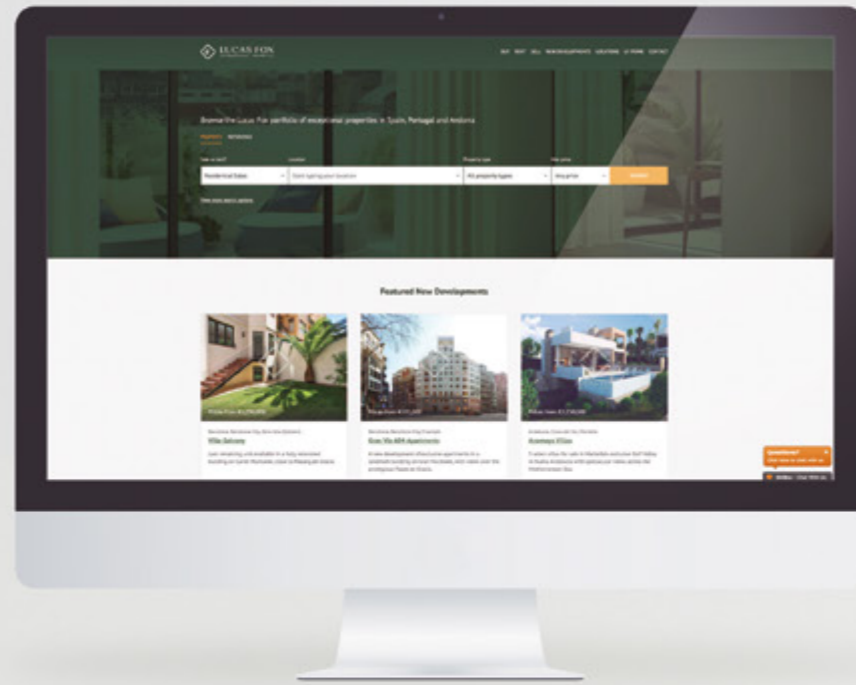
Banners



Lifestyle videos

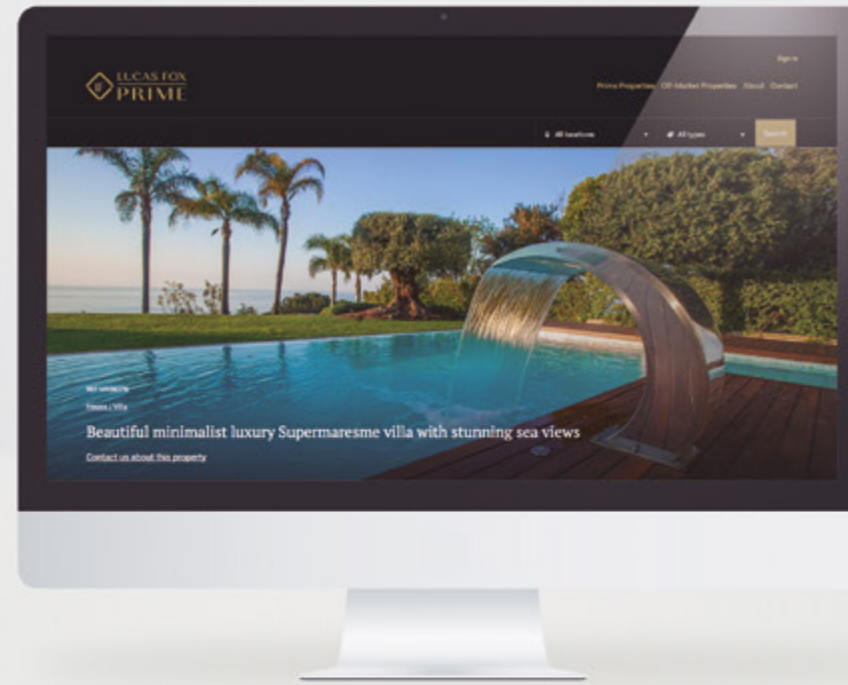


Lucas Fox



[www.lucasfox.com](http://www.lucasfox.com)

Lucas Fox Prime



[www.lfprime.com](http://www.lfprime.com)

LFStyle



[www.lucasfoxstyle.com](http://www.lucasfoxstyle.com)

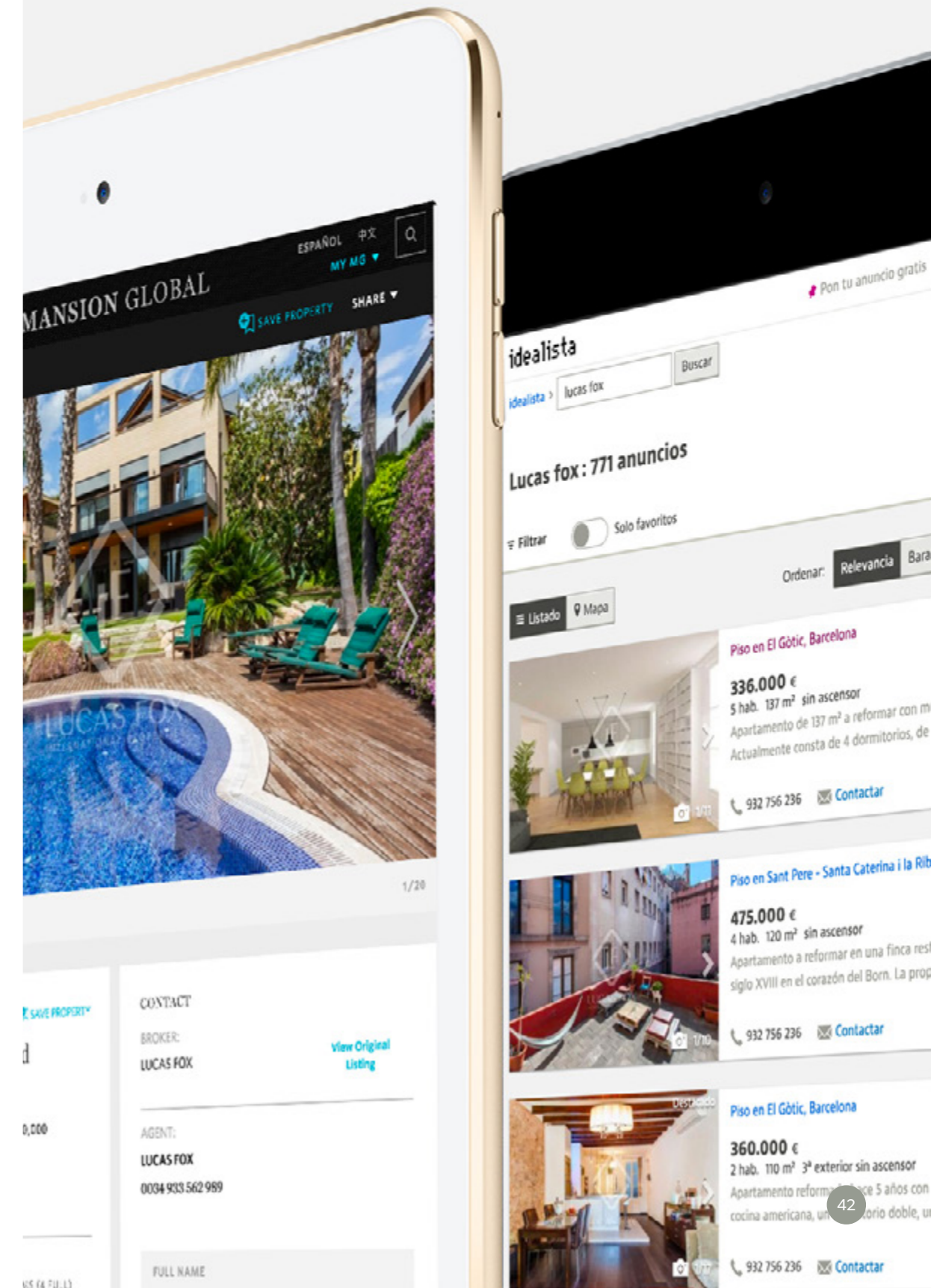
## WEBSITES

Lucas Fox creates beautifully responsive, expertly coded and visually exciting, customised websites. Since the Lucas Fox English language website was established in 2005, it has become the benchmark for marketing Spanish prime residential properties to both national and international buyers. Lucas Fox currently has 11 language websites that receive just over 1.3 million website visits a year. Recently we introduced the 'chat' and 'My Lucas Fox' features to the website and handheld devices ensuring that users get an even more personalised experience.

# DIGITAL & CONTENT MARKETING, SOCIAL MEDIA & SEO

Our digital marketing campaigns are finely crafted to ensure our properties are exposed to the right buyer, covering worldwide markets including Europe, Asia, the Middle East and the US. We list our properties on some of the world's top portals via which we receive almost half our annual leads. Our ongoing work on Search Engine Optimisation has achieved Page One Google ranking for numerous key phrases in several different languages. We are active daily on Social Media via Facebook, Instagram and YouTube and regularly write INfluencer posts on LinkedIn. Our campaigns are successful thanks

to our unique content, memorable images, original videos and eye-catching infographics. We also create bespoke content, HTML emails and newsletters, targeting thousands of active potential buyers as well as content marketing, link building, google re-marketing and multilingual Pay-Per-Click campaigns. Our lifestyle and news blogs have driven thousands of potential buyers to our websites thanks to the unique content on lifestyle, culture and gastronomy as well as regular market analysis of the Spanish property market written by journalists and professional copywriters.





# NATIONAL & INTERNATIONAL PRESS COVERAGE

As a result of our strong relationships with some of the world's top property journalists, our press releases and targeted content regularly appear in leading offline and online publications such as *The Wall Street Journal*, *The New York Times*, the *Financial Times*, *The Times*, *The Sunday Times*, *The Telegraph*, *The Economist*, *The South China Morning Post*, *Forbes*, the *Robb Report*, *El Mundo*, *El País*, *La Vanguardia*, *Expansión*, *Le Figaro*, *CNN* and the *BBC*. Our extensive market knowledge is recognised nationally and

internationally and the publication of our biannual market reports on the Spanish prime property market has positioned Lucas Fox as a key opinion former and authority on the Spanish real estate market. We regularly hold press conferences at our *Property Lounges* in Madrid and Barcelona which ensures unrivalled national online and offline coverage. Lucas Fox also delivers bespoke PR campaigns for property developers thanks to our creative team's experience in transforming a vision into a compelling story.



Press conference at Eixample Property Lounge, Barcelona

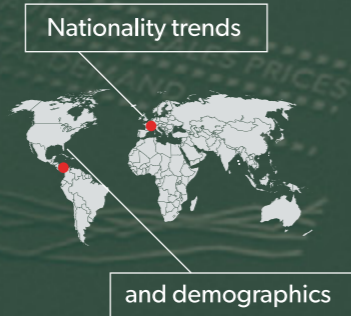


# ONLINE & OFFLINE ADVERTISING

Our creating and copywriting teams work together to produce eye-catching, high impact advertisements and our multimedia expertise enables us to design integrated advertising campaigns that reach the desired audience in the most effective and relevant way.



# PROPERTY PRICE TRENDS



## TOURISM FIGURES



Commentary  
from our  
regional  
directors

← UP-TO-DATE  
sales transaction data →

# MARKET REPORTS

The information covers our key regions and includes a broad spectrum of easy-to-digest, interactive information.

Lucas Fox produces detailed biannual reports on the Spanish property market using our own in-house data as well as statistics and information from reputable external sources. These unique reports condense facts and figures and translate up-to-the-minute statistics to convey current trends and commentary. The Lucas Fox market reports are informative and data-led and have become a valuable tool for both the media and stakeholders in the Spanish property market.





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ANDORRA

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