



LUCAS FOX
INTERNATIONAL PROPERTIES

CORPORATE
PRESENTATION



LUCAS FOX
INTERNATIONAL PROPERTIES

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OVERVIEW AND BACKGROUND

We understand the finer details of the luxury real estate market.

OUR VISION

Lucas Fox is a full-service real estate agency offering high quality residential homes and a comprehensive range of property services to national and international clients. We are a multilingual team with a fresh, innovative approach to the real estate industry, offering unrivalled knowledge of the property sector, locations and lifestyle. The company's 200+ directors and multilingual employees bring a dynamic and diverse range of experience and expertise to the business,

chosen for their professionalism, integrity and in-depth knowledge of the market. Lucas Fox currently represents many of the sellers of Spain's most exclusive homes in some of its most desirable regions and cities.

Lucas Fox currently operates in over 30 locations throughout Spain, Andorra, Portugal and France and more office openings are planned in 2023, thanks to the Lucas Fox Affiliates Programme.



At Lucas Fox, our international, multilingual team understands the intricacies of the property markets and the global context surrounding foreign investment and property purchasing.



OUR CORE VALUES

Since its inception, Lucas Fox helped redefine the perception of the Spanish real estate industry by adhering to five core values.



QUALITY

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



NETWORK

Our 30+ offices across Spain, Andorra and Portugal and a global network of partnerships as well as our interactive online networks are essential to the growth of our business.



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 lettings, New Developments, Investment consultancy, Golden Visa, Bespoke marketing & Lucas Fox Prime



INNOVATION

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

Lucas Fox has been awarded Best Real Estate Agency in Spain and Best Real Estate Marketing for 3 years, at the European Property Awards.

OUR STORY



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



ALEXANDER VAUGHAN

Co-Founder

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



STIJN TEEUWEN

Co-Founder



COMPANY TIMELINE

2005

Company founded
by Alexander Vaughan
and Stijn Teeuwen

2011

Launch of Lucas Fox Ibiza
Company HQ moves to
Pau Claris 108, Barcelona

2013

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

2015

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

2007

Launch of Lucas Fox
Costa Brava

2012

Launch of Lucas Fox Sitges

2014

Launch of Lucas Fox Madrid,
Lucas Fox Valencia and the
Turó Park office in Barcelona
Launch of LFStyle

Three further Property
Lounges opened in Alella,
Sitges and Turó Park



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

2019

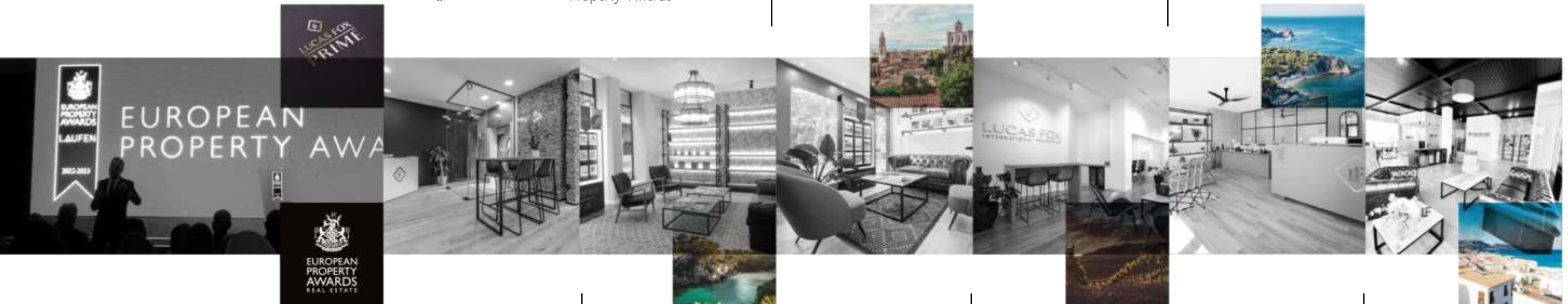
New office in Girona

New Property Lounges in
Pozuelo, Platja d'Aro, and
Sant Cugat del Vallès

2021

New Property Lounges in
Jávea, Sevilla, Las Rozas,
Sant Just Desvern

International expansion to
Portugal with new office in
Porto



2016

Winner of Best Real Estate
Agency (Spain) and 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

2020

New Property Lounges
in La Cerdanya, Mataró,
Jávea, and Sevilla

A new partnership with Les
Grands Domaines ME in
France, specializing in wine
and vineyard real estate

2022 & 23

New Property Lounges in Altea,
Oporto, Montpellier, San Sebastian,
Estepona and La Moraleja

Lucas Fox celebrates its most
successful business results in
the company's history

Lucas Fox was awarded by La
Razón newspaper for Innovation
in Real Estate Marketing

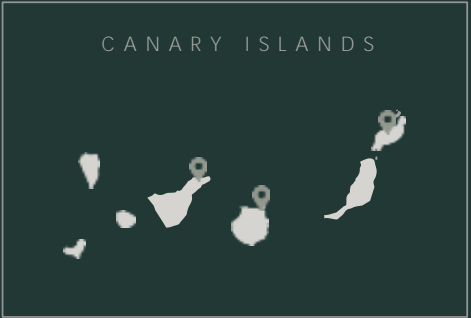


OUR REGIONS AND OFFICES


OFFICE HOURS

9:30AM - 6:30PM Monday to Friday

Sales Agents are available for clients outside of office hours upon request.



 Lucas Fox Offices

 Lucas Fox Offices (planned)



OUR NETWORK OF PROPERTY LOUNGES



LUCAS FOX / BARCELONA (HEAD OFFICE) / Year opened: 2006
T: (+34) 933 562 989 · E: info@lucasfox.com



LUCAS FOX / ALICANTE / Year opened: 2019
T: (+34) 966 048 356 · E: alicante@lucasfox.es



LUCAS FOX / ALTEA / Year opened: 2022
T: (+34) 965 208 331 · E: altea@lucasfox.es



LUCAS FOX / ANDORRA / Year opened: 2018
T: (+376) 775 077 · E: andorra@lucasfox.com



LUCAS FOX / COSTA BRAVA / Year opened: 2007
T: (+34) 872 223 262 · E: info@lucasfox.com



LUCAS FOX / GAVÀ MAR - CASTELLDEFELS / Year opened: 2018
T: (+34) 930 022 023 · E: gava@lucasfox.com



LUCAS FOX / GIRONA / Year opened: 2018
T: (+34) 872 223 262 · E: girona@lucasfox.com



LUCAS FOX / IBIZA / Year opened: 2011
T: (+34) 971 590 630 · E: ibiza@lucasfox.com



LUCAS FOX / JÁVEA / Year opened: 2021
T: (+34) 965 793 363 · E: javea@lucasfox.es



LUCAS FOX / LA CERDANYA / Year opened: 2020
T: (+34) 872 506 102 · E: cerdanya@lucasfox.es



LUCAS FOX / LAS ROZAS / Year opened: 2021
T: (+34) 912 624 578 · E: lasrozas@lucasfox.es



LUCAS FOX / MADRID / Year opened: 2014
T: (+34) 912 900 182 · E: madrid@lucasfox.com



LUCAS FOX / MÁLAGA / Year opened: 2019
T: (+34) 952 643 015 · E: malaga@lucasfox.com



LUCAS FOX / MARBELLA / Year opened: 2013
T: (+34) 951 319 994 · E: marbella@lucasfox.com



LUCAS FOX / MARESME / Year opened: 2013
T: (+34) 935 952 490 · E: maresme@lucasfox.com



LUCAS FOX / MENORCA / Year opened: 2019
T: (+34) 971 484 121 · E: menorca@lucasfox.es



LUCAS FOX / MONTPELLIER (FRANCE) / Year opened: 2023
T: (+33) 467 605 914 · E: montpellier@lucasfox.com



LUCAS FOX / LA MORALEJA / Year opened: 2023
T: (+34) 916 774 331 · E: moraleja@lucasfox.es



LUCAS FOX / OPORTO (PORTUGAL) / Year opened: 2021
T: (+351) 221 107 946 · E: porto@lucasfox.com



LUCAS FOX / PLAYA DE ARO / Year opened: 2019
T: (+34) 872 025 008 · E: platjadar@lucasfox.es



LUCAS FOX / POZUELO & BOADILLA / Year opened: 2019
T: (+34) 699 095 185 · E: pozuelo@lucasfox.es



LUCAS FOX / SAN SEBASTIÁN / Year opened: 2022
T: (+34) 943 903 720 · E: sansebastian@lucasfox.es



LUCAS FOX / SANT CUGAT DEL VALLÈS / Year opened: 2020
T: (+34) 930 235 807 · E: santcugat@lucasfox.com



LUCAS FOX / SANT JUST DESVERN / Year opened: 2021
T: (+34) 935 847 029 · E: santjust@lucasfox.es



LUCAS FOX / SEVILLA / Year opened: 2021
T: (+34) 955 147 151 · E: sevilla@lucasfox.es



LUCAS FOX / SITGES / Year opened: 2012
T: (+34) 935 952 550 · E: sitges@lucasfox.com



LUCAS FOX / TARRAGONA / Year opened: 2018
T: (+34) 977 215 412 · E: tarragona@lucasfox.es



LUCAS FOX / VALENCIA / Year opened: 2014
T: (+34) 960 077 790 · E: valencia@lucasfox.com



LUCAS FOX / VIGO / Year opened: 2018
T: (+34) 886 908 295 · E: info@lucasfox.com



LUCAS FOX / VILANOVA I LA GELTRÚ / Year opened: 2018
T: (+34) 930 186 738 · E: vilanova@lucasfox.es



KEY FACTS & RESULTS

2005 — FOUNDED
Lucas Fox

30+ — OFFICES
(and growing)

50 — OFFICES
planned by 2025

4 PRESTIGIOUS
industry awards

10 LANGUAGE
websites

11+ LANGUAGES
spoken

250+ STAFF



NUM.1
for Spanish home sales
to international buyers

2022
MOST SUCCESSFUL
YEAR IN COMPANY'S
HISTORY

+€32 MILLION
turnover

+1,000 TRANSACTIONS
worth €720 million

+€1 MILLION
average sold property value



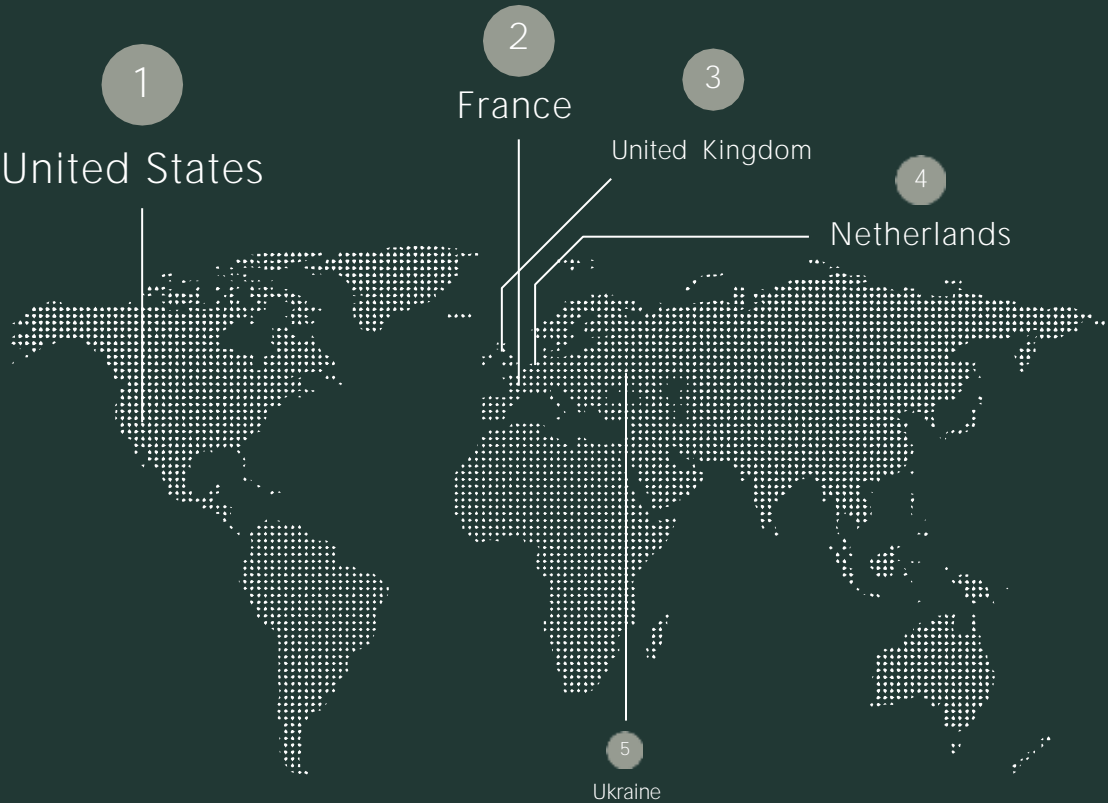
BUYER DEMOGRAPHICS

LUCAS FOX BUYERS ARE



- COMPANY OWNERS
 - FINANCIERS
 - ENTREPRENEURS
 - LIFESTYLE INVESTORS
- AGED BETWEEN 35 AND 55 YEARS OLD

INTERNATIONAL BUYERS ARE MAINLY FROM



MOTIVATION FOR BUYING

52%
PRIMARY RESIDENCE

34%
SECONDARY RESIDENCE

12%
INVESTMENT

2%
RELOCATION



HIGHLIGHTS OF SOLD PROPERTIES 2022

ALICANTE



 NEW DEVELOPMENT  € 2,840,000

MARBELLA



 HOUSE / VILLA  € 3,315,000

BARCELONA



 PENTHOUSE  € 5,200,000




BARCELONA



 HOUSE / VILLA  € 3,900,000

MENORCA



 HOTEL  € 2,075,000

PLATJA D'ARO



 HOUSE / VILLA  € 3,950,000



BEGUR



HOUSE / VILLA € 2,195,000

GAVÀ



HOUSE / VILLA € 2,075,000

GAVÀ



HOUSE / VILLA € 3,500,000

MADRID



APARTMENT € 2,150,000

BEGUR



HOUSE / VILLA € 2,050,000

MARESME



HOUSE / VILLA € 6,400,000



BEGUR



HOUSE / VILLA € 2,195,000

ANDORRA



HOUSE / VILLA € 2,550,000

GAVÀ



HOUSE / VILLA € 3,500,000

MADRID



HOUSE / VILLA € 2,150,000

MARBELLA



HOUSE / VILLA € 3,315,000

SITGES



HOUSE / VILLA € 6,400,000

OUR FOUNDERS & PARTNERS





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.



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.



ROD JAMIESON
CEO and Partner

Rod has 18 years of experience in the luxury real estate market in Spain and France. Born in the UK, Rod moved to Toronto, Canada when he was 16, where he completed a B.Comm Honours degree before beginning his career in retail management. Prior to moving to Spain in 2009, he lived 7 years on the French Riviera where he managed a team of agents in an international agency. In 2014, Rod joined Lucas Fox as Director of the Madrid office, and within 2 years was promoted to the leading management role in the Barcelona business. During 8 years at the company, Rod has contributed extensively to the growth and development of Lucas Fox, optimising operations, people management and commercial strategies.



TOM MAIDMENT
Partner and Costa Brava
& Maresme Director

Tom is a Partner of the Costa Brava, Maresme and Affiliates businesses. Since joining Lucas Fox in 2007 he has developed Lucas Fox Costa Brava into one of the company’s most successful businesses and one of region’s most respected real estate agencies. Tom is also closely involved with LF Prime and continues to work with an active portfolio of HNW buyers and sellers. Over recent years he has overseen some of the company’s largest residential sales transactions. Prior to joining Lucas Fox Tom worked for 8 years as a Sponsorship Consultant in the Sports Marketing industry in London.



MICHAEL DICARPIO
Partner and Director
Affiliate Programme

Michael is a Partner and Director of the Lucas Fox Affiliate programme. Since joining Lucas Fox in 2017 he has expanded the Lucas Fox network by overseeing the opening of over 20 new Affiliates locations. He is an expert in luxury real estate with extensive experience in franchise and strategic expansion. Before joining Lucas Fox, Michael developed a strong track record of leadership in international real estate companies.

LUCAS FOX PROPERTY LOUNGES





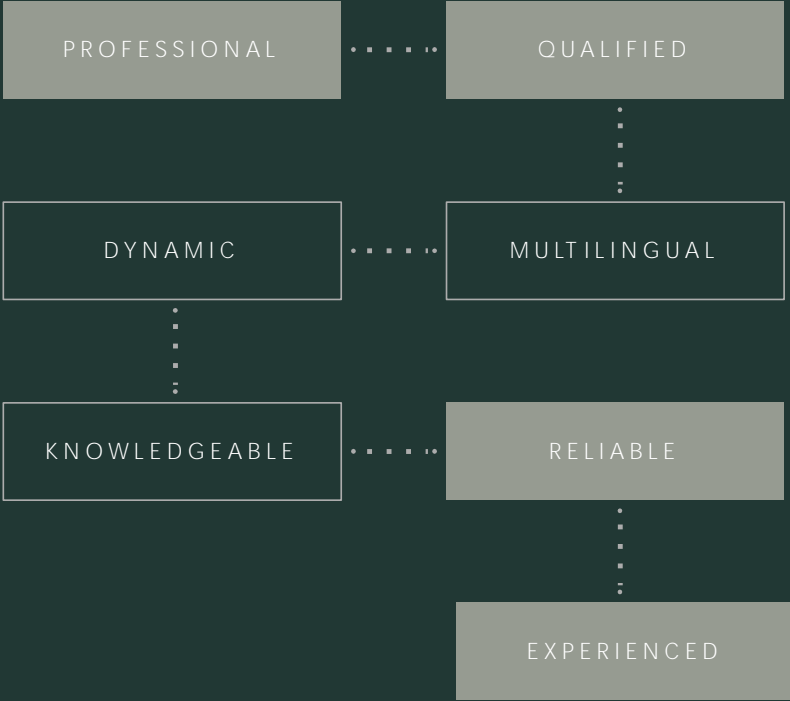
FACTORS OF OUR SUCCESS

Our success as an organisation is driven by a combination of key factors. Together we strive to empower our staff and maximise our performance as a team every day.

- 1. OUR PEOPLE
- 2. LUCAS FOX AFFILIATE PROGRAMME
- 3. OUR IN-HOUSE TRAINING
- 4. OUR LEAD GENERATION
- 5. OUR CUSTOMER MANAGEMENT SYSTEM



01. OUR PEOPLE





02. 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

30 offices nationwide and a target of reaching 50 locations by 2025. Our Lucas Fox Affiliate Programme individually accompanies all new agencies, offering advice throughout the entire process.



KEY BENEFITS



01 Comprehensive advise from a consolidated team with more than 15 years of experience in the real estate sector.



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



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

“Our business model allows those agencies selected to be part of the Lucas Fox Affiliate Programme to start or increase their market share in the luxury residential sector.”



MICHAEL DICARPIO
Partner and Director
Affiliate Programme

03. OUR IN-HOUSE TRAINING

Lucas Fox offers unrivalled intensive training for all new agents and Affiliates. Our advanced training includes specialist tutorials including networking, advanced negotiation, knowing your customer and tips for optimum success as an agent.





MISSION, CORE VALUES
AND KEY POLICIES



MARKETING



NEGOTIATION



SALES PROCESS



CLOSING



SALESFORCE



SALES AND LISTINGS TRAINING



COMMISSION



VIEWINGS



TAXES AND ADMINISTRATIVE
PROCESSES



SELF-MANAGEMENT



PROSPECTING



QUALIFYING BUYERS



OFFERS

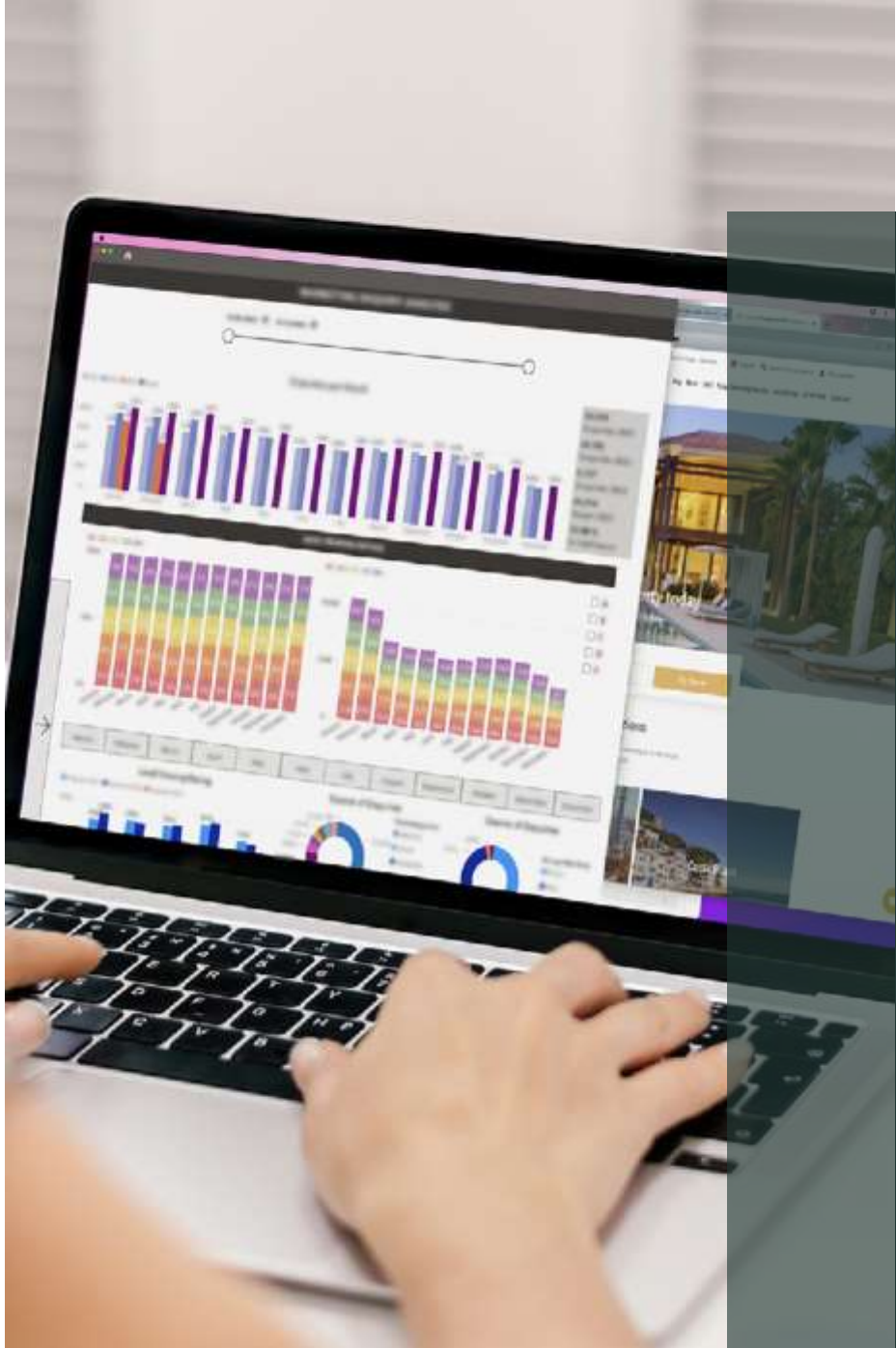






CUSTOMER SERVICE
AND PROFESSIONALISM



04. OUR LEAD GENERATION

Aut Lucas Fox we deploy a multi-channel lead generation strategy that drives acquisition across our own website, national & international portals, as well as social and CRM sources.



LEAD SOURCE	% OF TOTAL LEADS
 Portals	60%
 Websites	35%
 Email & Social Media	4%
 Referral	1%

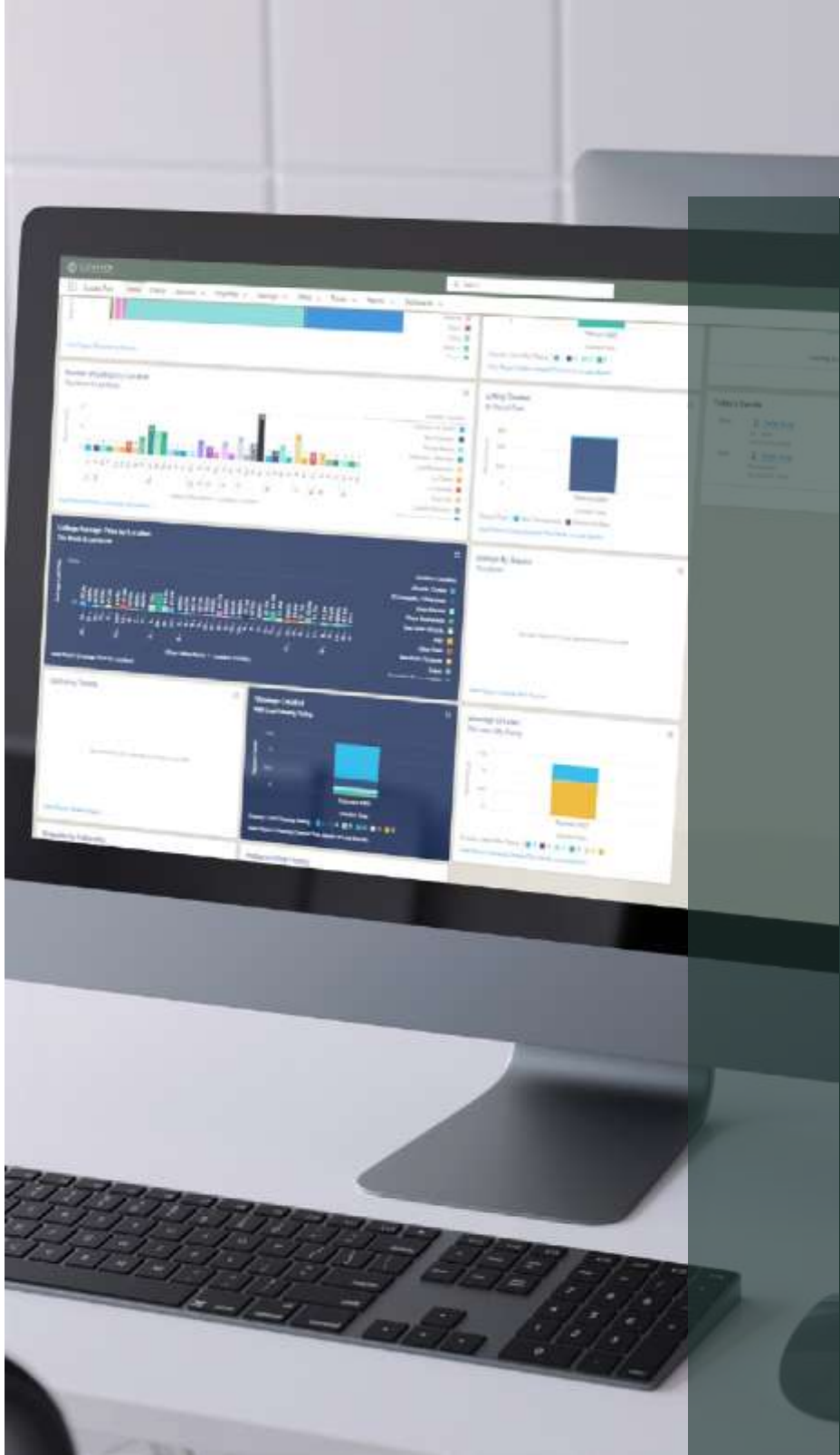


05 . OUR CUSTOMER MANAGEMENT SYSTEM



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.



USERS
LF1 has over 200 happy users



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



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



COMPATIBILITY
Apple and Android ready, compatible with all browsers



NO INSTALLATION
Browser-based access from anywhere



CUSTOMIZATION
Customised fields, workflows and notifications to meet business requirements

SERVICES



RESIDENTIAL SALES & LISTINGS

Founded in a small back room in Barcelona, Lucas Fox now has over 30 offices throughout Spain, Andorra, Portugal and France, thanks to the 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 and Costa Brava & Maresme Director



RESIDENTIAL RENTALS

Our 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.”

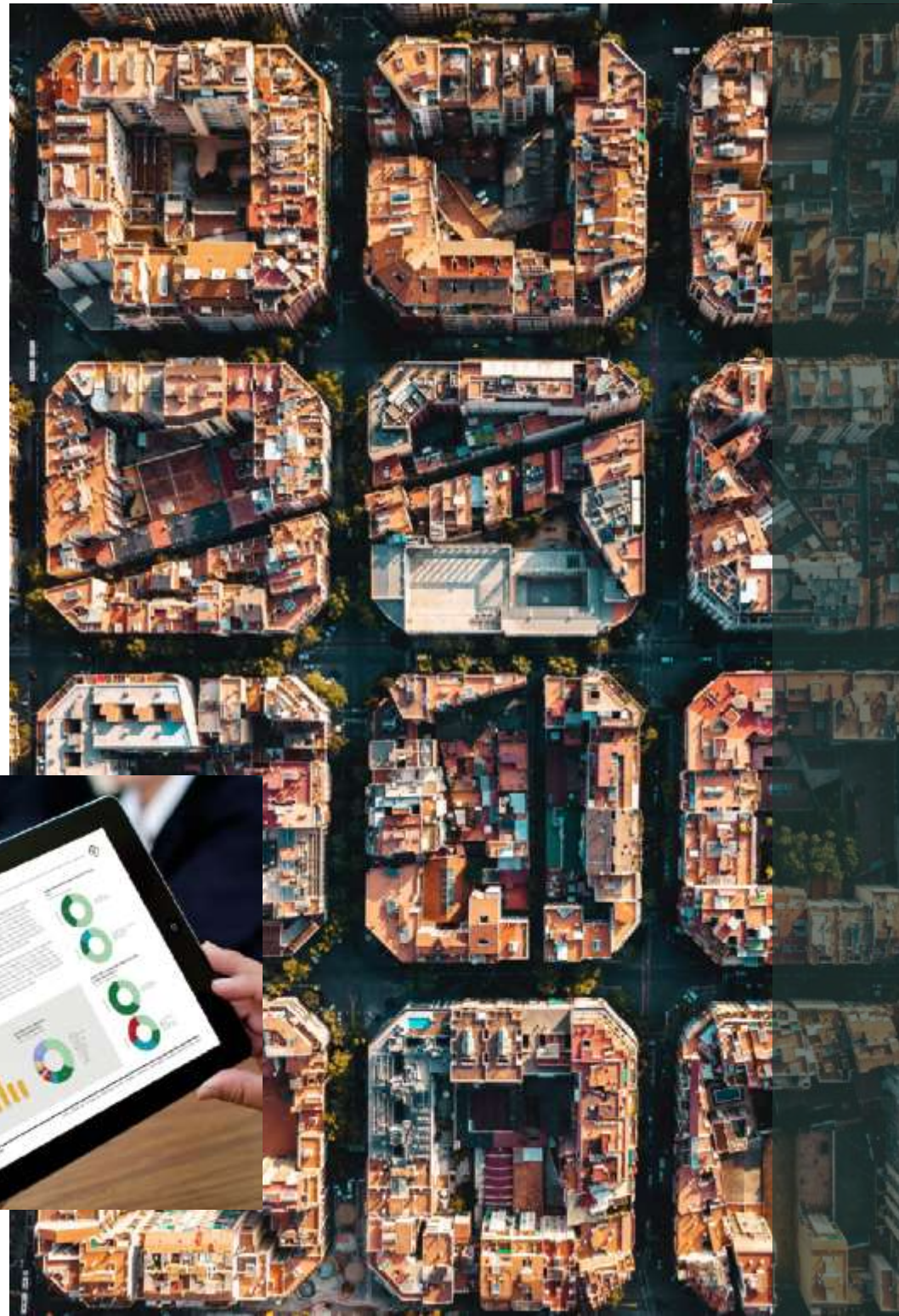


MOHAMMAD BUTT
Barcelona Office
Director

MARKET REPORTS

Lucas Fox produces periodic 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
CEO and Partner



THE GOLDEN VISA SCHEME

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.



“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

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



“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.”



ALEXANDER VAUGHAN
Co-Founder



NEW HOMES MARKETING

Lucas 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.”



STEFAN BÜRGI
Marketing Director

TESTIMONIALS

TESTIMONIALS





“Working with Rémi and his team at Lucas Fox Ibiza is a seamless process with both a high level of knowledge of the local market and a global reach for international buyers. I strongly recommend their service and look forward to completing more projects together.”

 Jean-François K.

“I am very satisfied to have chosen Lucas Fox for the sale of my house. Their professionalism, availability and friendliness made my experience excellent. My house sold for the price I wanted and Lucas Fox were there throughout the process; from the buyer’s visit to the signing at the notary. They were also very helpful in assisting me with some of the paperwork and technical issues specific to the Ibiza market. I recommend them 200%, especially Gaspard who was my contact throughout the sale.”

 Yannis R.

“We have used Lucas Fox for purchase and rental services.

At all times they have been efficient and available whenever we needed them. The benefit of a multilingual service has been vital and I cannot recommend them highly enough for any property requirements.”

 Mark N.

“I recently bought an apartment in Madrid through Lucas Fox, and I was very impressed by the experience and service provided. I worked directly with Fran Serrano who was representing the seller, and I was pleasantly surprised with how patient and helpful he was with me as the buyer. He showed me the apartment twice and I really appreciated that he didn’t pressure me (as has been my experience with other agencies). He was helpful all the way through the sale, and even after has helped with a number of loose ends as well as with changing the utility bills, etc. An added bonus is that he is fully bilingual, I couldn’t recommend Fran and Lucas Fox more.”

 Erin K.

“Very satisfied. The purchase process has been very fast and professional. In each phase of it, safety and quality of services are perceived. Daniela has resolved almost immediately (at any time) all the difficulties caused by the fact that the sellers were non-residents in Spain. The committed deadlines have been met exactly and the advice has been excellent. We express our gratitude to Daniela and Lucas Fox.”

 Antonio P.

“Very good real estate agency with exceptional service. The staff is very competent, always listening to us and ready to help. We have total confidence in Sylvia and José, professionals who go far beyond the simple visit of the property. They accompanied us at every step, answered any doubts and offered advice.

We can report complete and sincere satisfaction for our purchase.”

 Marie F.

“The first contact I had with Lucas Fox was when I bought an apartment in Valencia and they were a big support for us. They even helped us to find a good interior designer to do the renovation. Then after a couple of years later when I had to sell my apartment it was clear to me that they were the company to help me again.


Ben Askham helped me to find the right buyer and everything went smoothly. At that time, I had already moved to a different country and I needed someone that I could trust. Selling my apartment from overseas, trust was really important to me.

We often had contact and good communication. It was clear for him what I needed and he realised my needs. I am really happy to have had his support throughout. Thanks to Ben and Lucas Fox I was able to sell my apartment to a lovely family.”

 Esther M.




“I had the pleasure of meeting Eduard and Marco when I hired their services for the sale of a private house. Their management was very professional and transparent. They kept us informed of the process at all times, so both the buyers and I have been very satisfied with Lucas Fox. Without a doubt if I need this service in the future, I would work with them again.”

 Alba M.

“Thanks to Lucas Fox for their help on the purchase of our new house in Maresme. The truth is that it was a pleasure to carry out the operation. We felt very well looked after and cared for at all times. We would like to give special recognition to Magda and Eduard, as they accompanied us at all times. It wasn’t easy, but we made it. It is a pleasure to do business with people like this. 100% recommended. For us Lucas Fox are the best real estate agency in Maresme and I would not hesitate to buy/sell with them again at another time or to recommend them to my family or friends.”

 Agustin D.

“Carrying only elegant, exceptional properties, Lucas Fox takes pride as one of the leading real estate companies across Spain. I believe having great English-speaking people to assist clients is definitely their plus factor. That’s what I can attest, having the “knowledgeable” Marco Kardys as our agent really made the difference. He was there to guide us all throughout. Thanks to his responsiveness, he was ever ready to lend a helping hand and answer any doubts. So for all your property needs, no where else to go but Lucas Fox, you’ll undoubtedly be in good hands.”

 Nancy D.

“I leave my 5-star rating for the agency Lucas Fox Maresme in Alella, in particular for Cina Khermouche. The whole team are superb professionals, attentive and pleasant to deal with and Cina, in particular, has always gone above and beyond. She knows the local market to perfection and is able to locate the best buyer in record time. We have sold a house with her: she found the perfect clients in less than 2 months and just when we were two months into the transaction, we signed the sale. Cina Khermouche was able to understand our case, offer us the best options and find the best buyer in record time. Many thanks to Lucas Fox and Cina in particular!”


 Marc S.

“I highly recommend the services of Lucas Fox. I was able to find the property I wanted in Barcelona in a very short time: 2 months, from the first visit to the signing in front of the notary. Inconceivable in France. I must admit, I had the good fortune to deal with real estate agent Noemi Simon Zurera from Lucas Fox, an incredible person.

It is thanks to her professionalism, her rigour, her sensitivity, her availability, her reactivity and her sense of relationship that allowed me to get the keys to my new flat in Barcelona. Not to mention her mastery of the English language, she is fascinating!

In this sense, Noemi is a person I appreciate. She is always in a good mood, with good advice on all aspects of the operation from start to finish, from the negotiation to the signing of the purchase contract. She also put me in touch with a lawyer who gave me legal advice and helped me to open a bank account.

Thank you very much Noemi. And if, like me, you are looking to buy in Barcelona, don’t hesitate to ask Noemi and Lucas Fox.”

 Sylvie F.

“Our first contact with Noemi was by telephone after we responded to an advertisement on the Lucas Fox website.

Noemi immediately made contact because she speaks fluent Dutch and that was a hit. In addition to Dutch, she also speaks fluent English and Spanish, of course.

Noemi really connects and looks for the experience that we as a customer were looking for. The price is secondary and she uses all talents to realize viewings, taking into account the time schedule of the customers. Very important is her innovation talent, her online viewings are a real hit on the various platforms.


We have found the ideal apartment thanks to Noemi’s investment in us as persons.”

 Karl and Annemijn M.



“As an American seeking to make my first investment in Spain, I was fortunate to be introduced to Miguel Cidoncha. Besides speaking perfect English, Miguel had lived in the United States and understood some of the variables I was dealing with.

I probably spent an inordinate amount of time just trying to learn about the various neighbourhoods and property valuations and he was patient throughout. I found the advice he gave to be spot-on and was able to close on an apartment that will be for personal use. Have since gone back to him and closed a deal on a rental property. Imagine we’ll do even more business in the coming years.”

 Thomas G.

“Miguel and his colleagues were very much instrumental to my successful search for and purchase of an apartment in Barcelona.

I was particularly impressed with Miguel who quickly identified the type of property I was looking for. Miguels’ professional attitude combined with his personality made for an enjoyable experience.”

 Chris K.

“Nick was an absolute pleasure to work with. Our first call when we reached out, he was very straightforward with us, explained how he works, how Lucas Fox works, and a lot about the neighbourhoods we should be looking at. My wife and I were set on El Gotic/El Born because that’s where you gravitate to as a tourist, but Nick was very helpful in explaining the downfalls of living in tourist destinations when you transition from tourist to resident.

We spent about 1 or 2 months going back and forth digitally looking at properties until we nailed down about 9 or 10 to see in person. It was great walking through in person with him as he was detailed and also it didn’t feel like some other agencies in Barcelona that want you, as an international buyer, to come in and make a purchase of the first thing they think you should buy. We narrowed down to two places and he really helped us make the final decision. He then went to bat for us in negotiating and got us a great price on our property that we are so thrilled to be closing on and soon to be calling Barcelona home!”

 Daniel L.


“As a real estate developer in the United States for the last near 30 years, I have closed countless properties on both the buy and sale side. I have worked with many brokers over that time and have had every type of closing imaginable. It is this experience with the good and bad, that allows me to understand what qualities make a broker valuable versus one that lacks.

Miguel Cidoncha is an exceptional broker. I was looking for something specific, a combination of different characteristics that when combined would create something more than its parts with the goal of creating a home away from home for my family as we sought to increase our time in Barcelona. Miguel was patient and showed us dozens and dozens of properties. When we could we attended showings in person; but when we were out of country, he visited sites making videos complete with a full narrative. We eventually found a wonderful flat in the neighbourhood we wanted that satisfied all our needs and wants, all with Miguel’s help.

I had never previously closed a property in Spain but with even more of Miguel’s help we were able to bring together the right team to allow the transaction to go through without any problems. We have enjoyed our property more and more each visit and will be forever grateful to Miguel for his assistance and good work. In fact, he was so helpful that we have since purchased another property in Spain with him, this time an investment property where he was equally diligent, through and effective.

He connected us with a leasing agency, management company and other service providers that have made the property valuable and profitable from very soon after the closing.

We are truly grateful to Miguel as well as the entire team at Lucas Fox Barcelona.”

 Stuart T.

MARKETING



MARKETING SERVICES

Award-winning, highly experienced and creative web, PR and digital marketing teams specialised in:



Website Design and Development	Content Marketing
Corporate Presentations and Videos	Social Media Campaigns
New Developments Marketing	Virtual Viewings & LF Home Live Streaming
Marketing Automation	National Press Coverage and Advertising (<i>La Vanguardia, Expansión, El Mundo, El País, El Economista, El Periódico</i> and many more)
Achieving Page 1 Google Ranking	Property Videos (3D, lifestyle and reports)
Global Press Exposure (<i>Financial Times, The Wall Street Journal, The New York Times, Gulf News, the South China Morning Post</i> and many more)	Open Houses and Events
Company Brochures and Marketing Collateral	Periodic Market Reports



KEY MARKETING FACTS*

* Based on marketing data from 2022

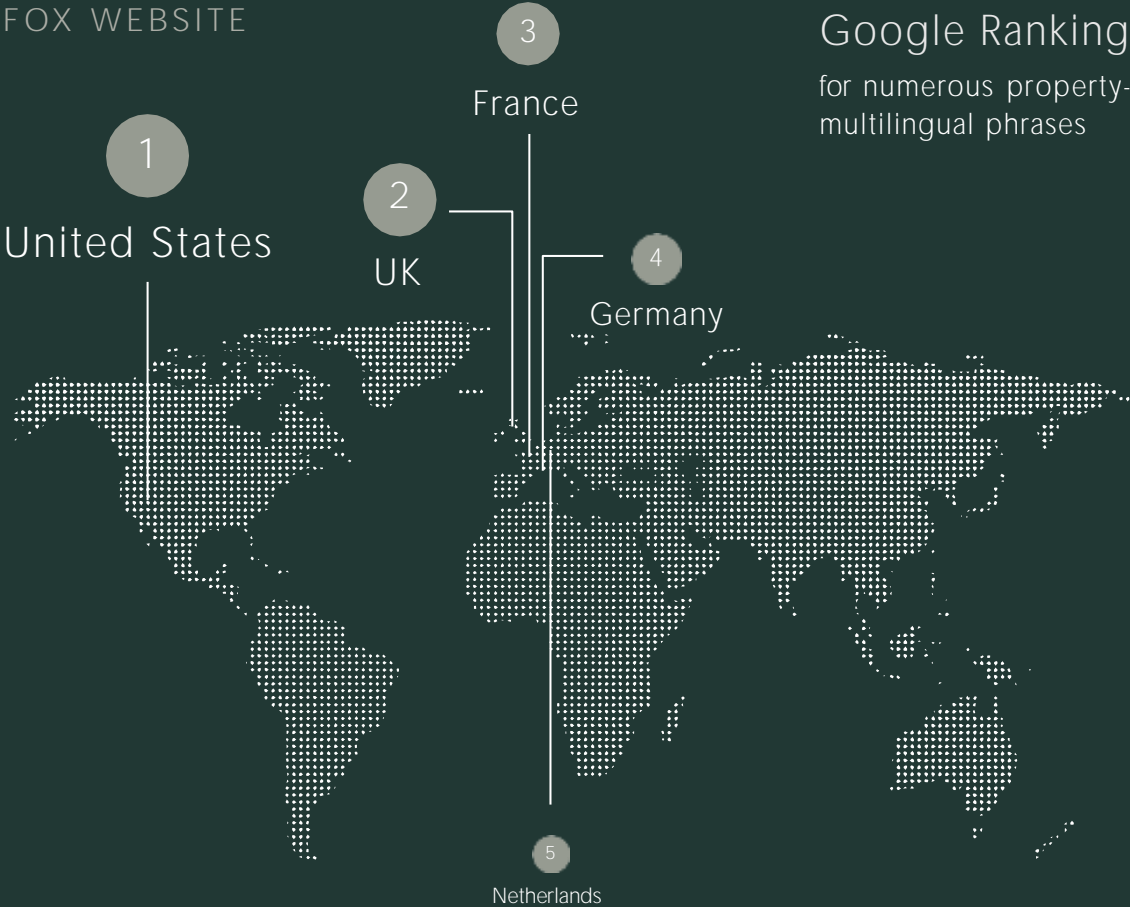
MORE THAN
2.7 MILLION
annual website visits

450+ ARTICLES
in national
and international press

300K CONTACTS
in database

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

VISITS FROM OUTSIDE
SPAIN TO THE LUCAS
FOX WEBSITE



10 MILLION
page views

PAGE 1
Google Ranking
for numerous property-related
multilingual phrases

“Working with a multidisciplinary in-house marketing team enables Lucas Fox to activate and grow the brand across the entire marketing mix. The results speak for themselves.”



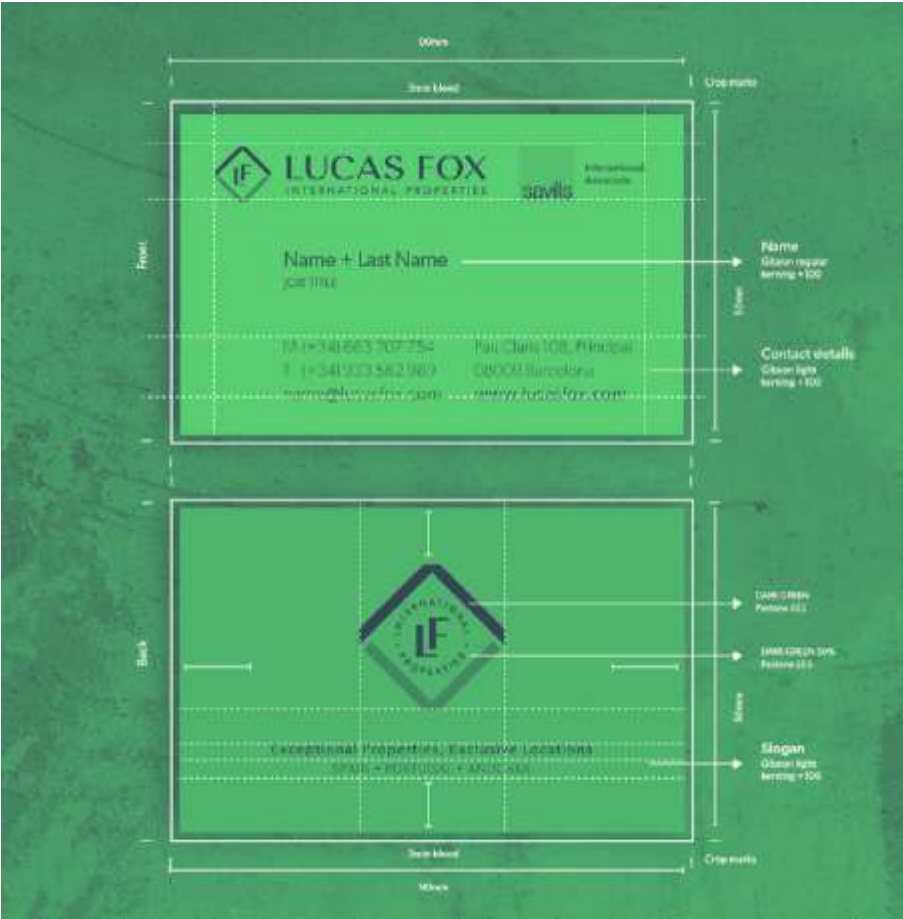
STEFAN BÜRGI
Marketing Director



CORPORATE IDENTITY AND MATERIALS











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
- Plan bibles
- Flyers
- Banners
- Adverts
- 3D walkthroughs
- Animated infographics
- Lifestyle videos







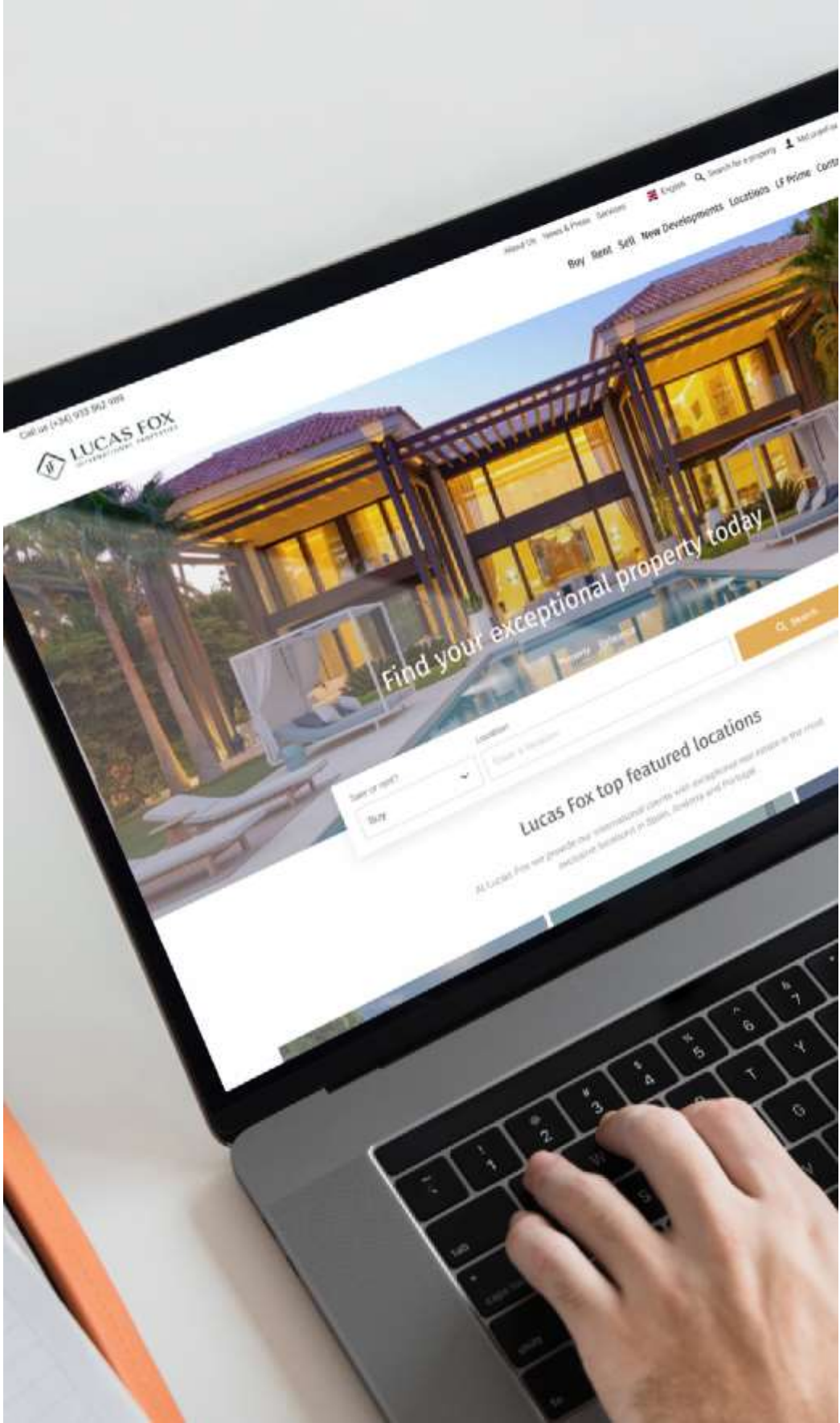
WEBSITE DESIGN & DEVELOPMENT

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. Over the past 15 years Lucas Fox has developed several additional language websites - in Spanish, Catalan, French, German, Russian, Swedish, Dutch, Portuguese, Chinese and Italian. The web team have produced a front-end design and build that is attractive, easy-to-

navigate, interactive, high on performance and constantly innovating and evolving. With over 60% of the sites' traffic coming from mobile devices or tablets, a strong emphasis has been placed on responsiveness with a focus on delivering the site content quickly to end users.

In a highly competitive market and increasingly crowded online space, Lucas Fox continues to stand out thanks to the sites' quality and attention to detail. The websites have a truly global reach and receive just over 2.7 million annual visits.



Lucas Fox Websites

-  LucasFox.com
-  LucasFox.es
-  LucasFox.cat
-  LucasFox.fr
-  LucasFox.de
-  LucasFox.ru
-  LucasFox.se
-  LucasFox.co.nl
-  LucasFox.pt
-  LucasFox.it

Page one

Google Ranking

2.7 Million

Annual visits

10 Million

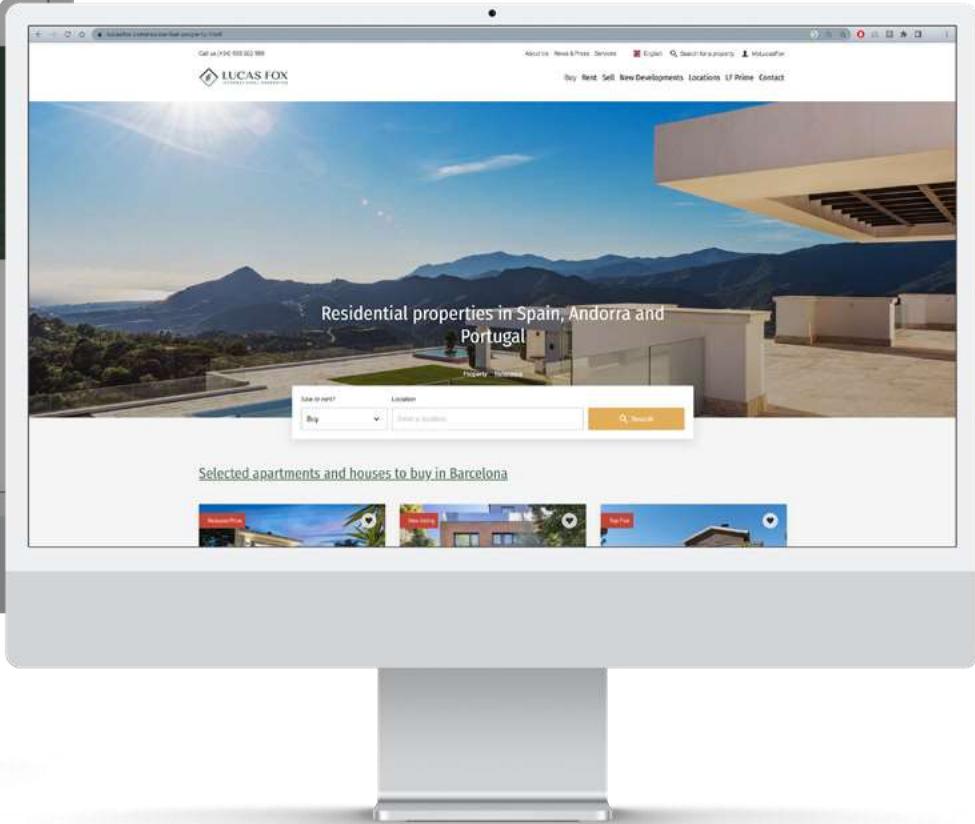
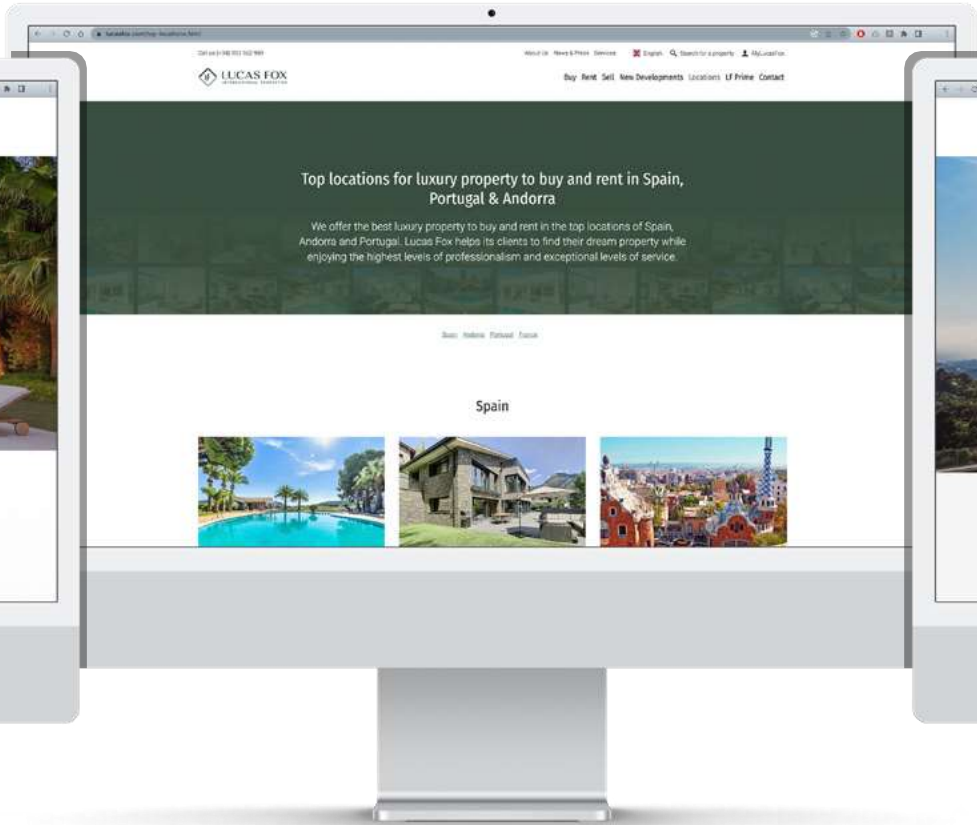
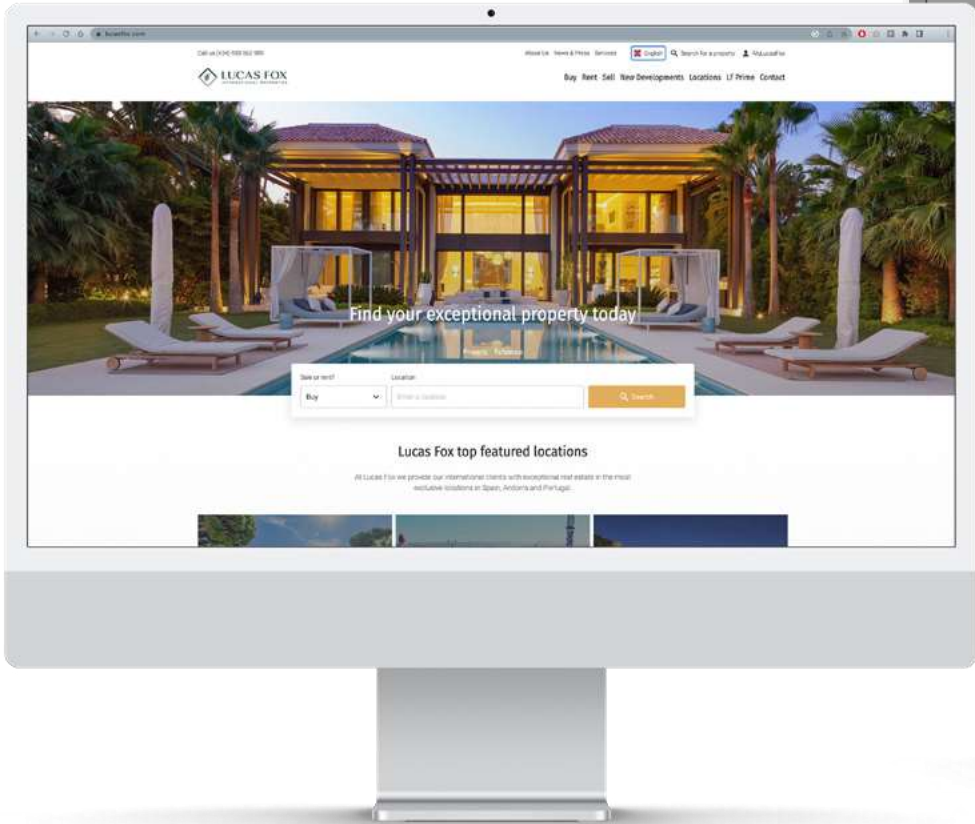
Page views



▼ Lucas Fox

▼ Lucas Fox’s top locations

▼ Residential property

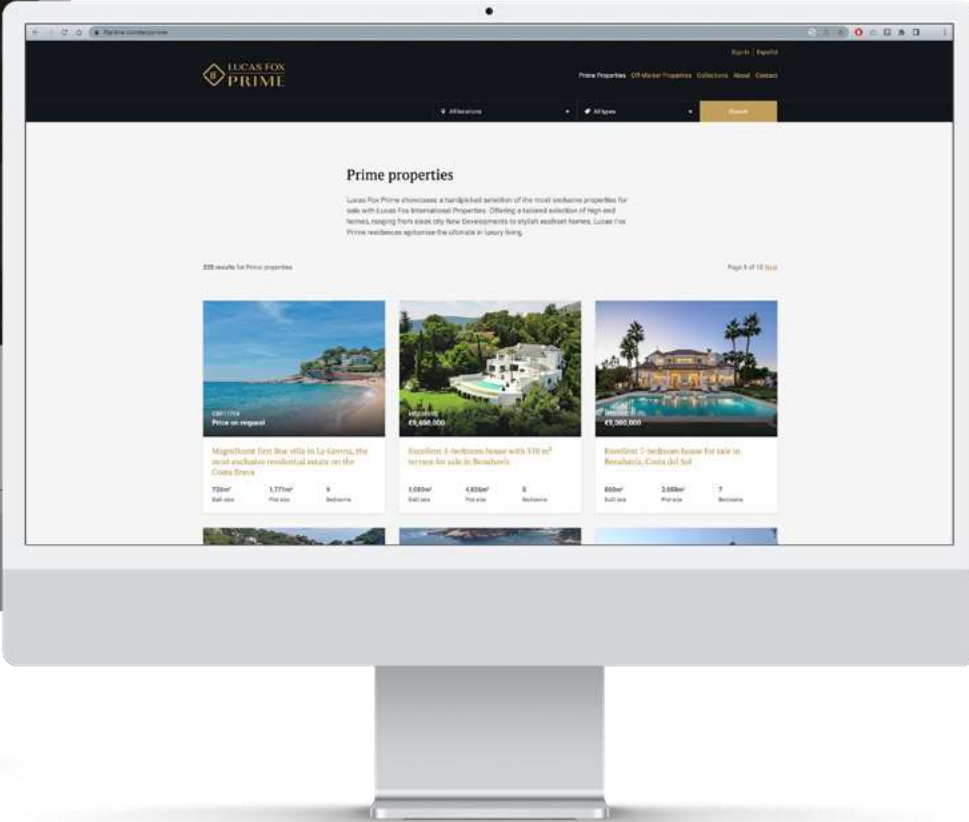
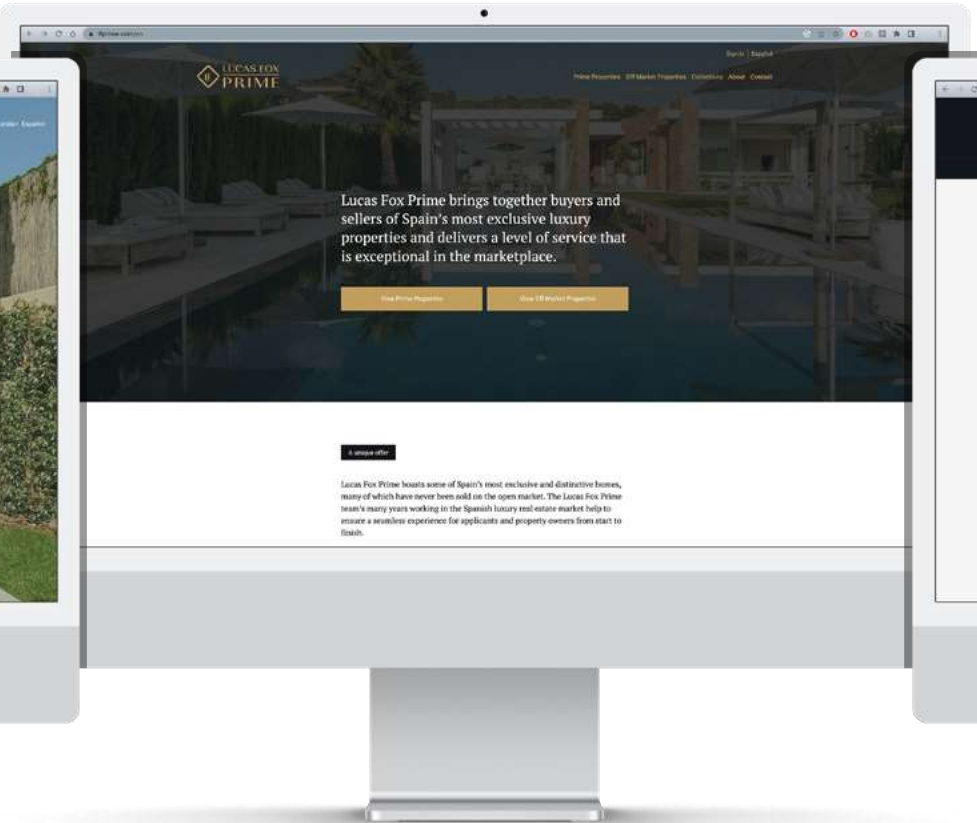
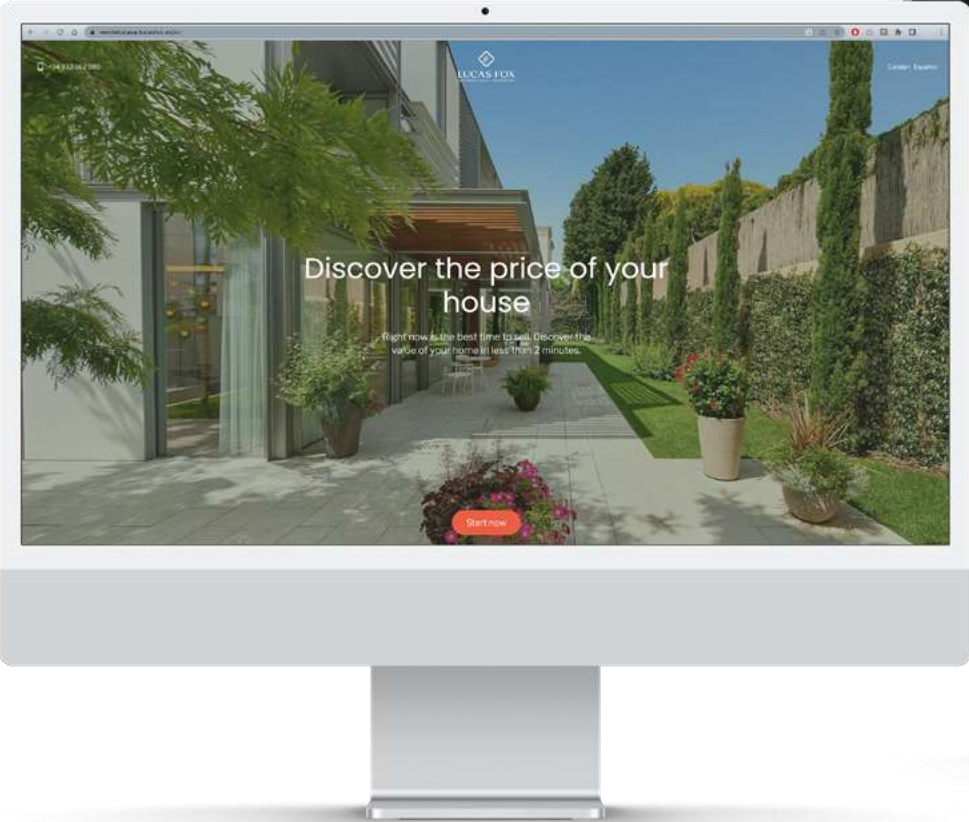




▼ LF Prime

▼ Sell your property

▼ LF Prime’s properties



ONLINE & OFFLINE ADVERTISING

Our creative 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.

















NATIONAL & INTERNATIONAL PR

As a result of our strong relationships with some of the world's top property journalists, our press releases and targeted content have appeared 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 South China Morning Post, Forbes, the Robb Report, El Mundo, La Razón, 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 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. With an extensive network of national and international media contacts, Lucas Fox also delivers bespoke PR campaigns for its clients. Our creative team is experienced in transforming the vision of architects and developers into a compelling story in a bid to get the desired results.



Expansión

Expansión & EMPLEO

REMITIDO
CONTINUA SIN RESPUESTA
POR EL SUPLENTE

LUCAS FOX CERRÓ 2022 COMO EL MÁS EXITOSO DE SU HISTORIA

Fundada en 2005 por Alexander Vaughan y Stijn Teeuwen, Lucas Fox es la compañía inmobiliaria líder en el mercado residencial de lujo en España

La inmobiliaria de lujo Lucas Fox alcanzó los 32,6 millones de euros de ingresos, creciendo un 29% respecto al año anterior y aumentando su EBITDA (Resultado Bruto de Expansión) un 24%. Este crecimiento histórico se ha visto impulsado por el excelente rendimiento de su red de más de 30 oficinas en España, Andorra y Portugal que, en conjunto, han maltrato más de 1.000 transacciones por valor de 720 millones de euros. La compañía afronta el año 2023 con gran optimismo, ya que prevé que se mantenga el impulso del mercado del lujo y que continúe el avance por las propiedades españolas de gama alta por parte de clientes internacionales y locales.

Lucas Fox tiene 32 oficinas distribuidas en España, Andorra y Portugal, contando en cuenta la próxima apertura de la oficina en San Sebastián, donde la llegada al País Vasco todo un hito para la marca y un punto estratégico en su plan de expansión.

Su equipo ofrece una amplia gama de servicios personalizados a compradores, vendedores, arrendatarios, arrendadores, inversores y pensionistas, tanto nacionales como internacionales. Como muestra de su buen trabajo, Lucas Fox ha sido galardonada como la mejor agencia inmobiliaria de España durante tres años consecutivos por los International Property Awards. Esto es, en parte, gracias a su equipo internacional y multilingüe que comprende las complejidades de los mercados inmobiliarios y el comercio global que rodea la inversión extranjera y la compra de inmuebles; y que además se cuenta para de un proyecto que no es solo vender inmuebles, sino que es un estilo de vida. "Gran parte de nuestro éxito es



Stijn Teeuwen y Alexander Vaughan, socios fundadores de Lucas Fox

gracias a que contamos con un equipo del más alto nivel, multicultural y multilingüe, que ofrece un conocimiento invaluable del sector español, sus ubicaciones y su estilo de vida", asegura Alexander Vaughan, socio y cofundador de Lucas Fox.

Pero también destaca y se diferencia de la competencia porque Lucas Fox utiliza la digitalización y la innovación para automatizar procesos clave que luego les permitan ofrecer servicios personalizados que les diferencian de sus competidores y ayudan a los clientes a aprovechar su tiempo para encontrar la vivienda deseada. "Nuestro servicio personalizado nos diferencia de nuestros competidores, es uno de nuestros ma-

yores activos intangibles. Dicho esto, lo combinamos con la digitalización para conseguir los beneficios de la omnicanalidad", destaca Vaughan.

Este enfoque en la innovación también desempeña un papel central en el marketing, otro de los factores que son clave en el éxito de la empresa, porque tras una percepción de marca superior en el mercado, "buscamos constantemente nuevas formas y tecnologías para atraer a los clientes y ofrecerles la mejor experiencia posible. Apostamos por un enfoque data-driven y lo más modificado posible", dice Teeuwen.

Se prevé que el mercado español del Real Estate continuará siendo muy atractivo para los extranjeros en 2023, que son el principal target de Lucas Fox. "Nuestro último Informe sobre el Mercado Inmobiliario Español revela que la proporción de compradores extranjeros no ha dejado de crecer durante 2022, alcanzando un máximo de 24.000 ventas en el segundo trimestre del pasado año, pero esto no significa que los precios bajen. Lo que vemos es que las zonas que experimentaron un crecimiento acelerado en años anteriores están corrigiendo su crecimiento, pero seguimos viendo un aumento de los tipos de inversión y de inversión recurrente a la propiedad como refugio tangible y seguro para su capital".

UNA CARRERA INMOBILIARIA DE LUJO

A lo largo de 2022, el mercado de viviendas de lujo ha crecido sustancialmente, por lo que trabajar en el sector inmobiliario sigue siendo una gran apuesta, sobre todo si estás ubicado en el segmento de lujo. Se espera que estas tendencias continúen en 2023 y más allá, lo que significa que el mercado seguirá siendo atractivo para muchos profesionales inmobiliarios de lujo. Con más de 249 colaboradores distribuidos en sus 32 oficinas, Lucas Fox

VALORES E INNOVACIÓN

Lucas Fox ha contribuido a redefinir la percepción de la industria inmobiliaria española mediante la adopción a cinco valores fundamentales: calidad, servicio, profesionalidad, networking e innovación, siendo esta última la clave de su éxito. "En Lucas Fox nos caracterizamos por hacer uso de la última tecnología. Hemos desarrollado una versión personalizada del mejor CRM del mundo y lo hemos adaptado a nuestras necesidades y a las del mercado inmobiliario para ser capaces de tener procesos ágiles y efectivos basados en datos para responder de forma rápida a un mundo cada vez más disruptivo", explica Stijn Teeuwen, cofundador de Lucas Fox. "Contar con procesos digitalizados y herramientas innovadoras nos permite ir mucho más allá que la mayoría de agencias inmobiliarias tradicionales. Automatizamos procesos para centrarnos en lo importante: la atención personalizada a nuestros clientes".

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www.lucasfox.es

LA RAZÓN

Expansión

EL MUNDO

La Razón Especial

Lucas Fox La nueva imagen del Real Estate en España

Premio a la Innovación en Marketing Inmobiliario. Cuenta con las viviendas más exclusivas ubicadas en las zonas más codiciadas del país

Lucas Fox fue fundada en una pequeña localidad en la provincia de Sevilla en 2006 por Alexander Vaughan y Stijn Teruwer. Hoy tienen en su catálogo las propiedades más exclusivas para vender. La evolución ha sido excepcional y este año, además, han sido reconocidos con el Premio a la Innovación en Marketing Inmobiliario.

«Este premio representa un reconocimiento a ese esfuerzo y dedicación constante de los más de 200 personas que conforman la familia Lucas Fox y que, día a día, construyen una marca reconocida por su dinamismo, profesionalidad e innovación, facilitando el camino para seguir siendo parte del futuro del Real Estate», agradece el director de marketing de la empresa, Stefan Bürgi.



Stefan Bürgi pronuncia su discurso de agradecimiento en la entrega de premios.

En sus inicios en esta trayectoria, Alexander Vaughan y Stijn Teruwer tenían una visión clara: dar servicio de la más alta calidad a los miles de turistas extranjeros que, cada año, disfrutan del estilo de vida de la ciudad, deciden comprar un pedacito de ella. El problema de estos turistas es que no encuentran una agencia inmobiliaria con la que puedan comunicarse en su idioma ni que les ofrezca el servicio adecuado a sus necesidades particulares.

Un futuro prometedor
Hoy director de Marketing de Lucas Fox, Stefan Bürgi, habla de los planes inmediatos de la empresa: «De cara al futuro, que nos mantenemos a la vanguardia de la innovación, de reforzar nuestra posición como agencia líder en el sector inmobiliario de lujo español, así como la primera opción para clientes internacionales».

que buscan un servicio excepcional y continuar con nuestro exitoso proceso de expansión que nos ha permitido operar a día de hoy, con más de 30 oficinas a nivel nacional y una presencia de nuevas agencias en el norte de España, Baleares, la Costa del Sol y el desarrollo internacional en Portugal y Francia en 2023».

asociación de a Lucas Fox y a sus clientes acceso completo a la red de bienes, con 100 oficinas en todo el mundo, incluyendo Londres, París, Moscú, Miami, Nueva York, Dubái, Pekín, Hong Kong, Ciudad del Cabo y Sidney.

Lucas Fox es el líder inmobiliario del segmento de lujo en España, con una fortaleza en el asesoramiento a aquellos clientes internacionales que buscan atención personalizada, asesores multilingües y un trato excepcional. «Desde nuestros inicios, hemos trabajado cada día para

adoptar procesos y herramientas tecnológicas que nos permitan ofrecer a nuestros clientes y nos permitan mantener el trato personalizado», asegura el director de marketing.

A día de hoy, cuenta con más de 30 oficinas en toda España, Andorra y Portugal, y una amplia gama de servicios personalizados que incluyen consultoría de inversión, servicios de marketing a medida y un excelente nivel de atención al cliente.

Innovación para el importante
Desde su creación, Lucas Fox ha contribuido a definir la percepción de la industria inmobiliaria española mediante la adhesión a cinco valores fundamentales por los que se guía la empresa: calidad, servicio, profesionalidad, networking e innovación, siendo esta última la clave de su éxito.

«En Lucas Fox nos caracterizamos por hacer uso de la última tecnología. Hemos desarrollado una versión personalizada del mejor CRM del mundo y lo hemos adaptado a nuestras necesidades y a las del mercado inmobiliario para ser capaces de tomar decisiones ágiles y rápidas basadas en datos para responder de forma rápida a un mundo cada vez más disruptivo», explica Stefan Bürgi. Y añade que, «contar con proce-

«Automatizamos procesos para centrarnos en lo importante: la atención personalizada»
«Buscamos nuevas formas y tecnologías para atraer a los clientes y ofrecerles la mejor experiencia»

ENTREVISTA → JAIME PONT Y JORGE CIENFUEGOS, FUNDADORES DE CUBRO

Expansión Casas y estilo de vida

Suplemento semanal / N.º 445 10 de febrero de 2023

→ EN VENTA

El ultralujo alcanza niveles record en Nueva York

→ DISEÑO

The Sphere, un proyecto pionero en Sotogrande

→ REFORMA

Rehabilitación con vistas al Palacio Real

ESPACIOS AL AIRE LIBRE ZONAS DE RELAX EXCEPCIONALES ENMARCAN LAS VIVIENDAS MÁS EXCLUSIVAS

Terrazas para soñar



Las áreas exteriores cuidadas al detalle aportan gran valor a las propiedades de lujo

La compra de la vivienda está estrechamente vinculada al estilo de vida

La pandemia incluyó en buena medida a compradores e inversores a buscar propiedades con espacios al aire libre, que aparecen un valor añadido a la vivienda», explica para EXPANSIÓN desde la inmobiliaria madrileña Kristina Sokoly.

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“Lucas Fox se especializa en las zonas más exclusivas y las propiedades más excepcionales”

Alexander Vaughan Co-fundador de Lucas Fox

Lucas Fox es una inmobiliaria de lujo con más de 33 oficinas distribuidas en España, Andorra, Portugal y Francia.



“Contar con procesos digitalizados y herramientas innovadoras nos permite ir mucho más allá que la mayoría de agencias inmobiliarias tradicionales”

“El mercado inmobiliario de lujo sigue siendo una oportunidad muy atractiva para los inversores que buscan proteger y aumentar el valor de sus activos a largo plazo y protegerlos de factores como la inflación”

a inmobiliaria especializada en el sector de lujo, Lucas Fox, ofrece servicios especializados a compradores, vendedores, arrendadores, arrendatarios, inversores y promotores, tanto nacionales como internacionales. Cuenta con un equipo internacional y multilingüe que comprende las complejidades de los mercados inmobiliarios y el contexto global que rodea la inversión extranjera y la compra de inmuebles. Además, este equipo se siente parte de un proyecto que va más allá de vender inmuebles, porque de lo que hablamos cuando giramos alrededor de Lucas Fox es de un estilo de vida.

Para conocer más sobre la empresa y sobre el mercado de los inmuebles de lujo en España, conversamos con Alexander Vaughan, co-fundador de Lucas Fox.

¿Cuál es la situación del mercado inmobiliario del lujo en España?

En el sector inmobiliario residencial, la demanda ha continuado activa, especialmente en la vivienda vacacional en zonas de costa, donde la demanda ha mostrado un dinamismo generalizado y ha superado el nivel de transacciones previo a la pandemia, tanto por compradores nacionales como extranjeros. Sin embargo, a pesar de que en el mercado global se han comenzado a registrar algunos signos de desaceleración en el volumen de nuevas concesiones de hipotecas, hasta ahora, la demanda de los clientes internacionales se ha mantenido, sobre todo en el segmento de lujo en el que operamos, el cual tiende a ser más sólido debido a la demografía de los clientes, que tienen mayor capacidad financiera para comprar, y no suelen estar expuestos a factores macroeconómicos como la subida de los tipos hipotecarios o la ralentización de la economía.

¿Quiénes son los principales clientes de este segmento?

El 40% de nuestros clientes son compradores locales, por lo que los clientes españoles son muy importantes para nosotros. En la actualidad, los principales clientes internacionales proceden de Estados Unidos, Francia, Holanda, Reino Unido y Alemania. Los networthies están comprando más residencias que

En este sentido, Lucas Fox es un referente del Real Estate, ¿qué os diferencia de otras empresas que operan en vuestro mismo sector?

Desde su creación, Lucas Fox ha contribuido a redefinir la percepción de la industria inmobiliaria española mediante la adhesión a cinco valores fundamentales: calidad, servicio, profesionalidad, tecnología e innovación, siendo esta última la clave de nuestro éxito.

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Contar con procesos digitalizados y herramientas innovadoras nos permite ir mucho más allá que la mayoría de agen-

ciarias, el estilo de vida es una razón cada vez más importante para invertir. Las propiedades inmobiliarias que ofrecen un estilo de vida atractivo son un valor seguro, ya que su demanda se mantiene constante en el mercado. Las casas de lujo, con comodidades como piscinas, jardines, vistas panorámicas y ubicaciones privilegiadas cerca de centros urbanos o áreas naturales, se convierten en joyas codiciadas por aquellos que buscan una experiencia de vida única y excepcional.

El mercado de lujo sigue siendo un motor clave, y Lucas Fox está bien posicionada para mantener su liderazgo en el mercado inmobiliario de lujo en los próximos años.

Las perspectivas futuras de Lucas Fox se ven alentadoras, con un crecimiento sostenido en el horizonte.

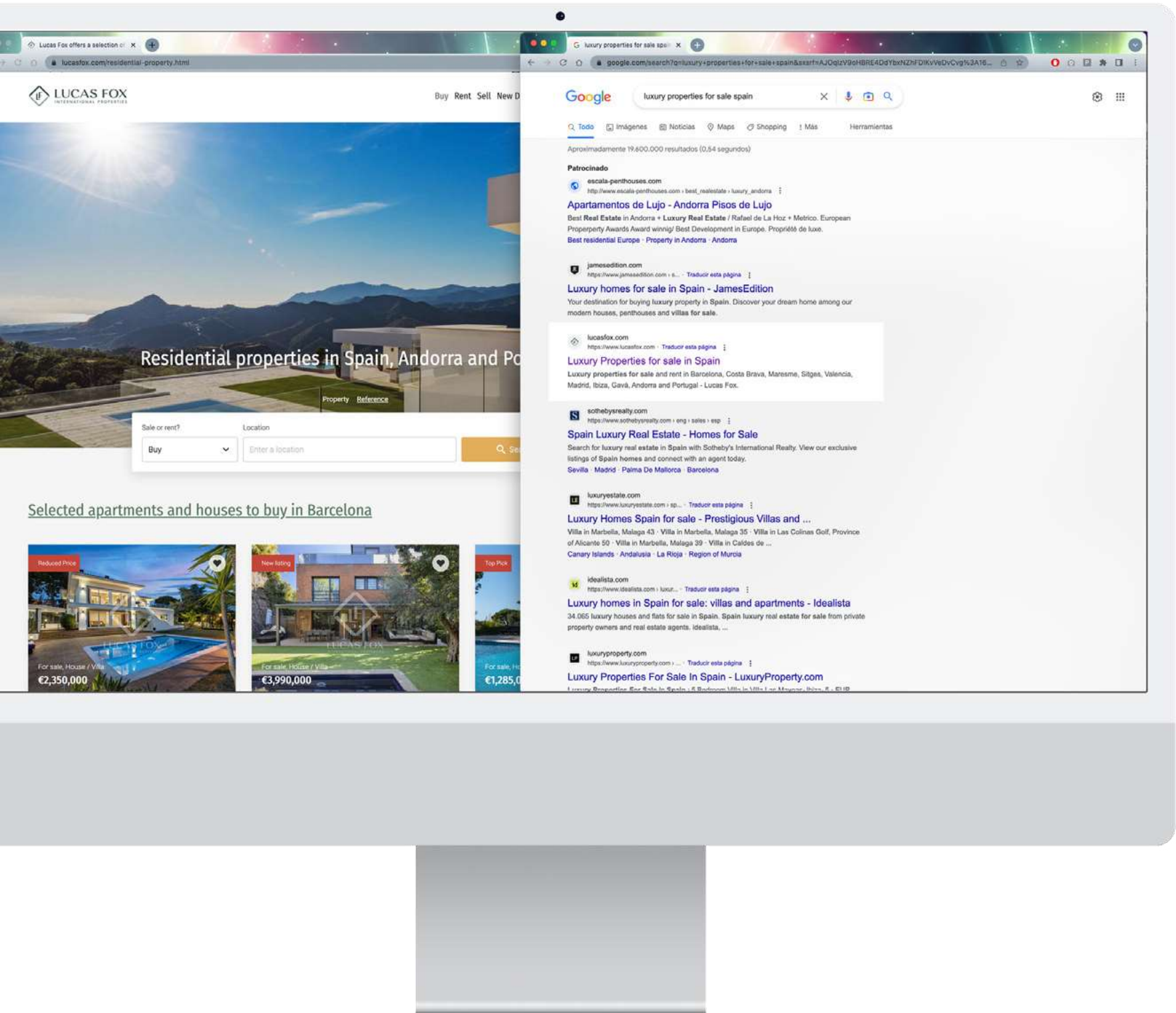
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LUCAS FOX

INTERNATIONAL PROPERTIES

www.lucasfox.com





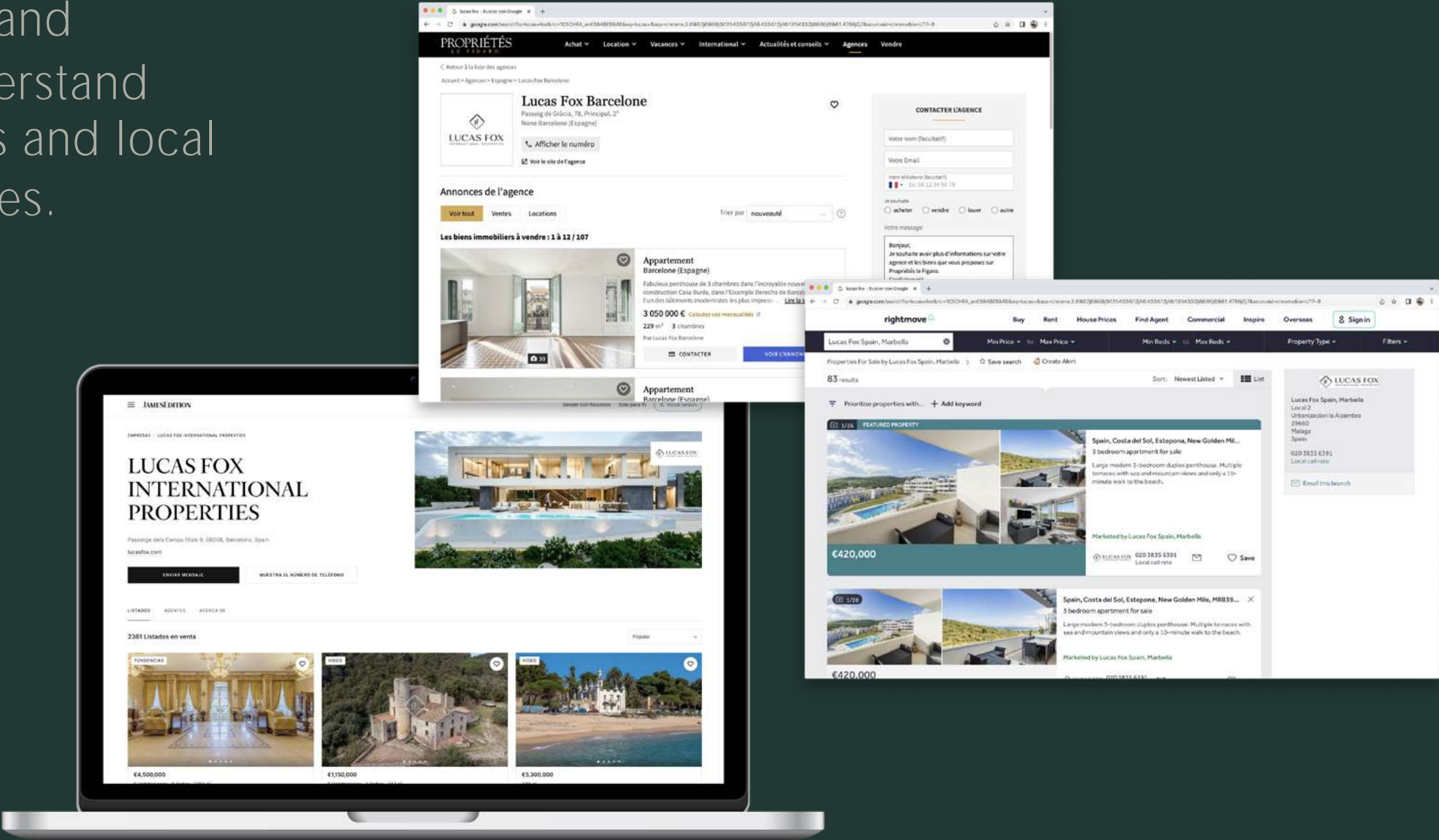
DIGITAL MARKETING & SEO

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 leading national and international portals.

Our ongoing work on Search Engine Optimisation has achieved Page One Google ranking for numerous key phrases in several different languages. We also create bespoke content and HTML emails and newsletters, targeting our database of 300,000 potential buyers and sellers, as well as link building, remarketing and Pay-per-Click campaigns in different languages.



Thanks to our in-house market research and analysis, we understand global audiences and local market sensitivities.



VIRTUAL VIEWINGS

In the event a client cannot be present for a viewing, we worked hard to ensure our virtual viewings resemble a face-to-face viewing as close as possible.

Thanks to the latest technology and extensive trainings for our sales teams, we adapted quickly to guarantee our 1-1 virtual viewings are successful, useful, and meet our clients needs.

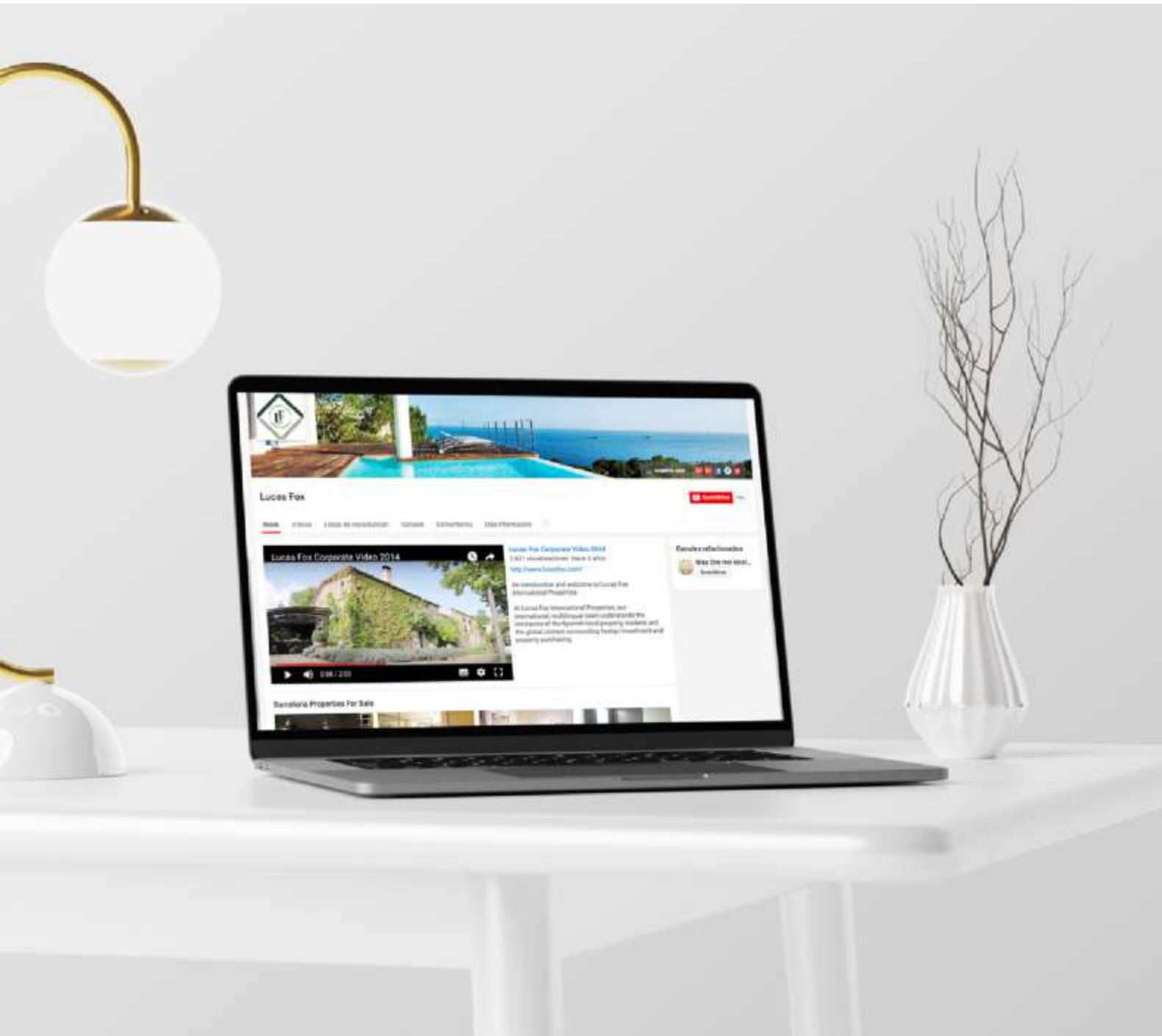


LUCAS FOX HOME LIVE STREAM

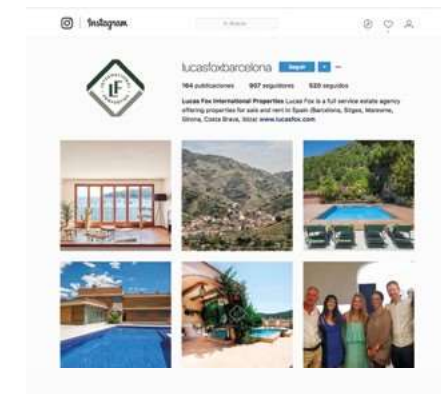
Launched to adapt to the changing environment due to current events, Lucas Fox Home Live Stream allows both our national and international clients to tune in to view a handpicked selection of the best properties in our portfolio. This enables clients to discover properties, as if they were attending a virtual guided tour.







SOCIAL MEDIA

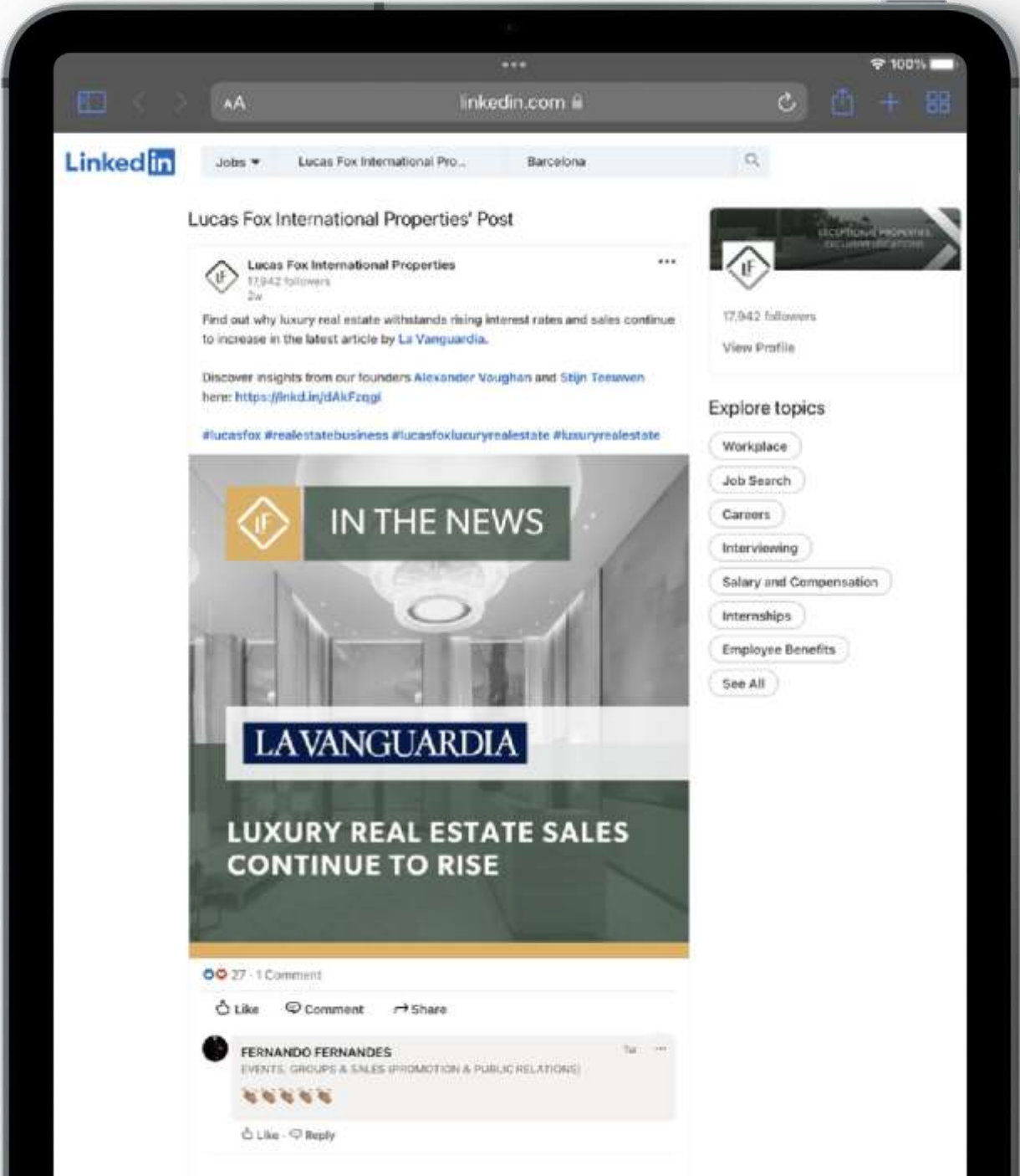
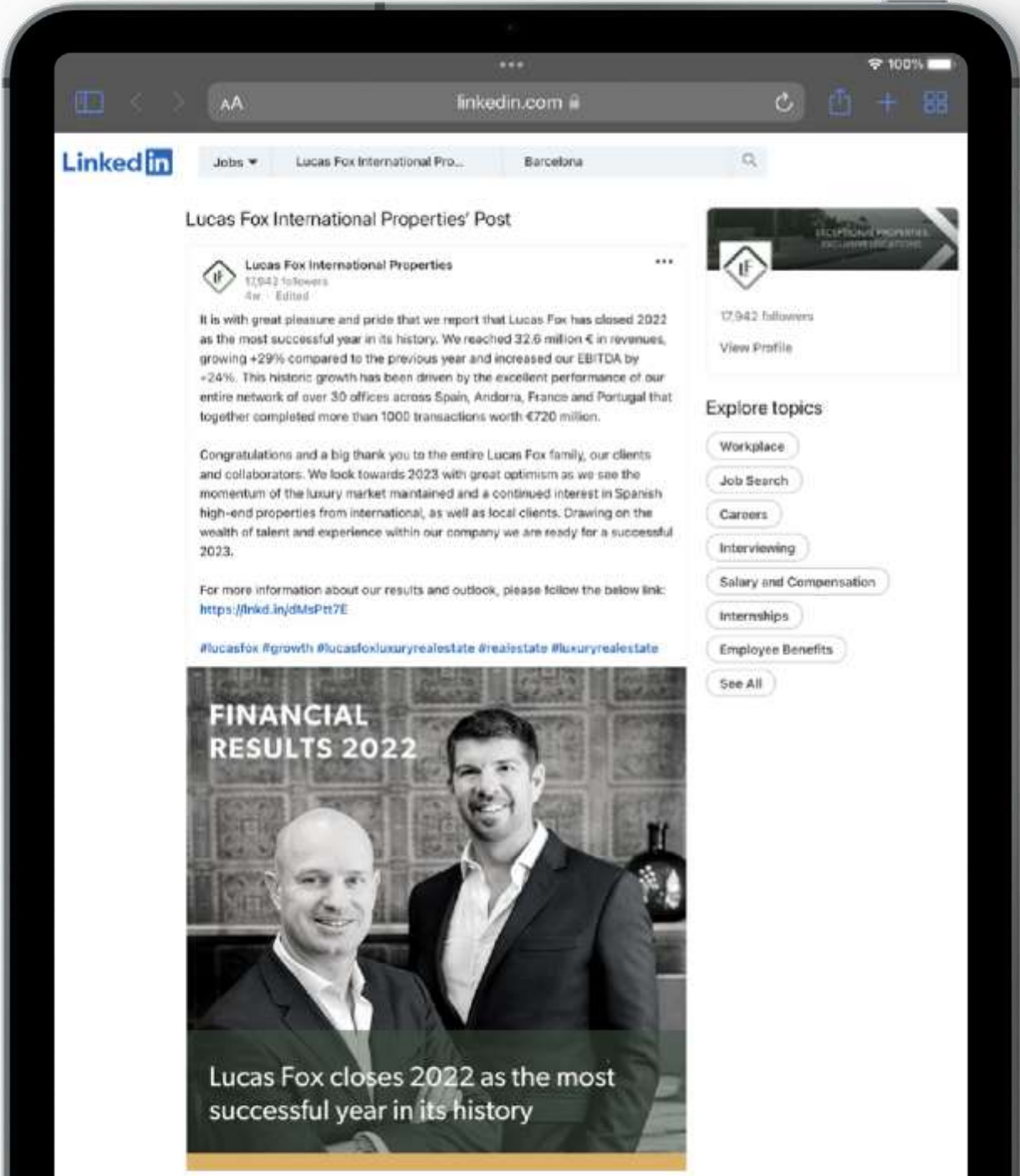


We create effective multilingual Social Media campaigns across all platforms using unique content, memorable imagery, original videos and eye-catching infographics.



We constantly publish property and lifestyle related content across multiple social media platforms to engage with all clients and stakeholders of our business.

-  LinkedIn
-  Facebook
-  Instagram
-  YouTube

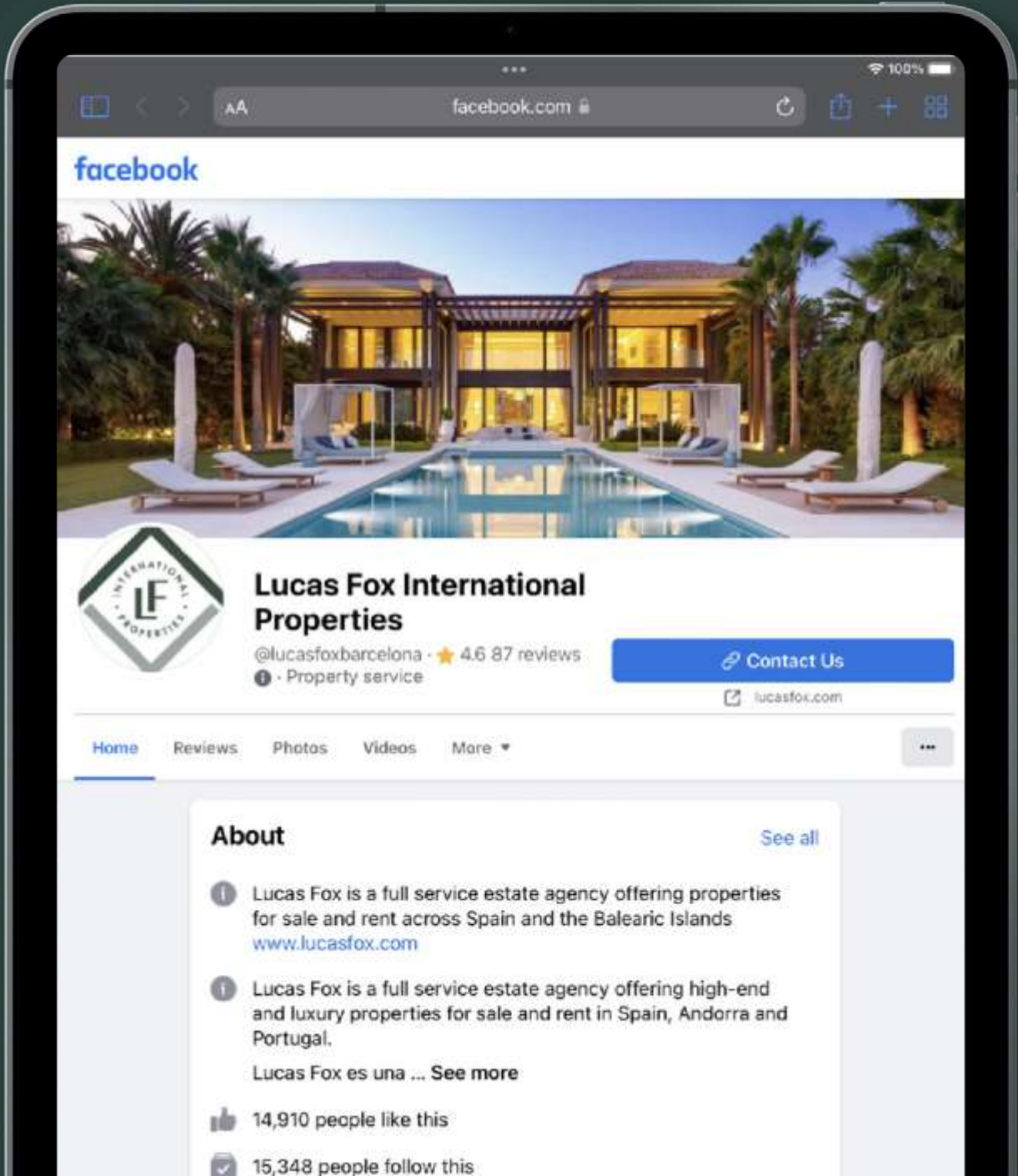
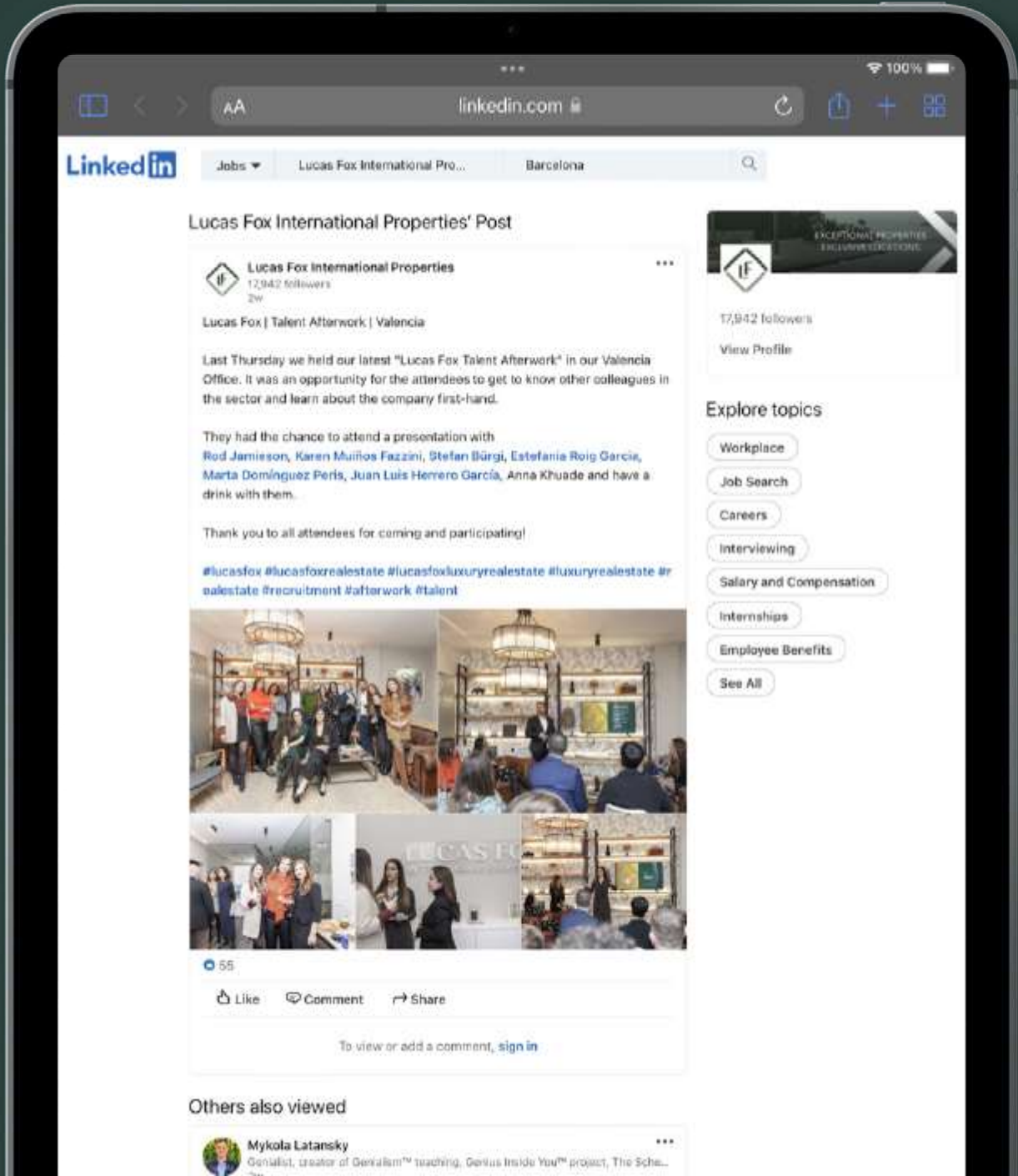




Visit Lucas Fox's LinkedIn



Visit Lucas Fox's Facebook



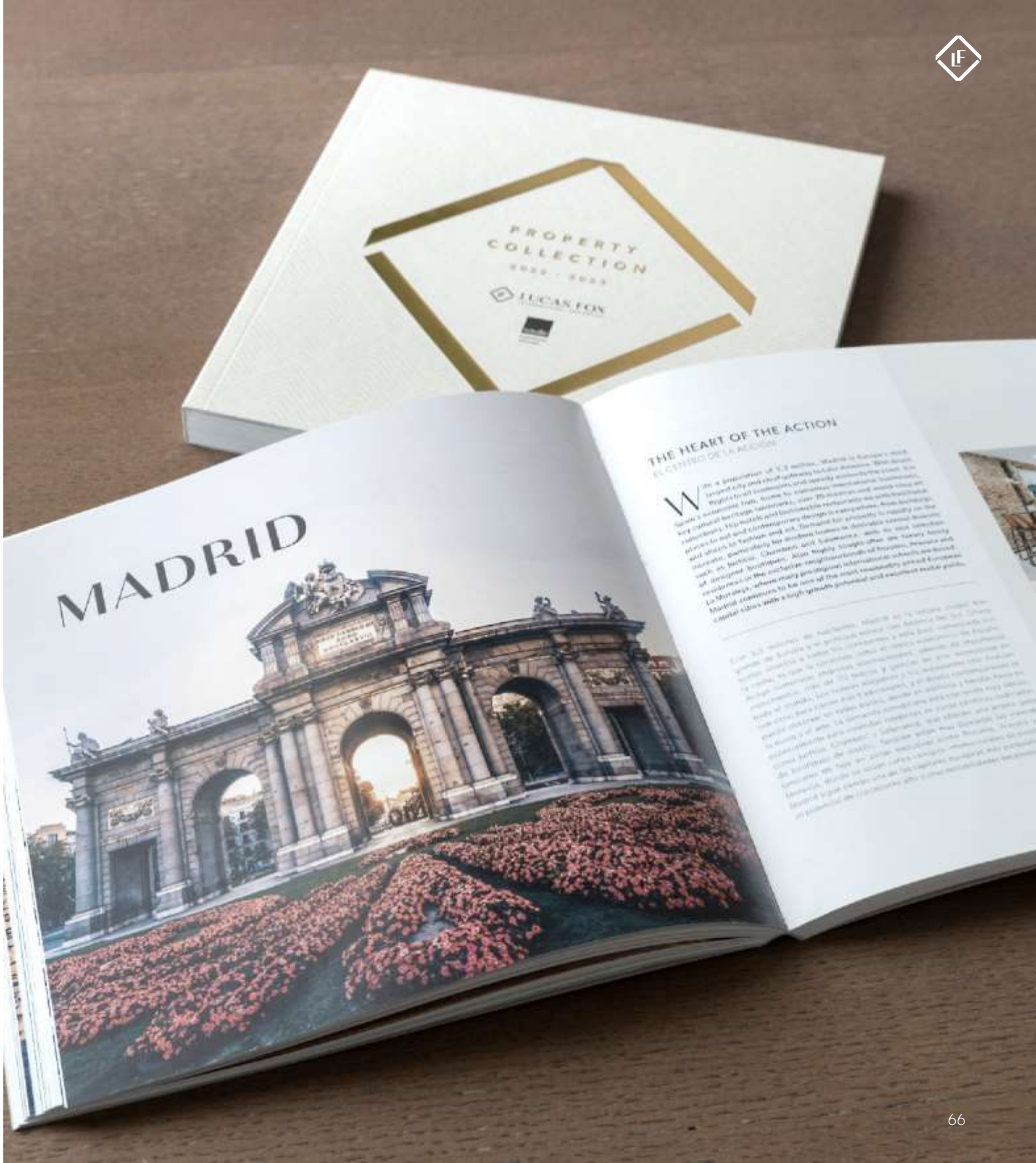


PROPERTY COLLECTION

Every year we publish the Lucas Fox Property Collection. It is a high quality publication that showcases the various areas we operate in and gives an overview of properties that we list. It is an essential tool for our commercial teams to display Lucas Fox's

dedication to quality, expertise and service.

With over 30 offices to showcase, the Property Collection compiles close to 200 luxury properties across Spain, Andorra and Portugal.





BARCELONA

COSMOPOLITAN CHIC

UNA CIUDAD COSMOPOLITA Y CRECIENTE

Spain's second largest city and the capital of Catalonia, Barcelona's reputation as a major destination never ceases to grow year-over-year. The Catalan capital consistently tops polls for its quality of life thanks to its massive Mediterranean shoreline, diverse cultural influences and its growing reputation as a hub for business innovation and creativity, as well as its strong economy. All this, combined with attractive property prices, explains its increasing number of visitors who recognize the city's long-term potential. Barcelona boasts a mix of architectural styles from Gothic and Renaissance to Modernism and contemporary, and demand for property is highest in the central districts of Eixample and the Old Town, where rental prices are elevated. The Zona Alta districts such as Sant Gervasi and Pedraza continue to be popular with both local and international families, thanks to their location close to the city's top schools. Upswinging areas include Poblenou, Barceloneta and Port Nou, which offer great potential for capital appreciation.

La espectacular de Barcelona, largamente reconocida por su capital y su puerto de 1.5 millones, como principal destino turístico internacional, sigue creciendo. La ciudad catalana sigue liderando los rankings por su calidad de vida gracias a su impresionante costa mediterránea, su diversidad cultural y su creciente reputación como un hub de innovación empresarial y creatividad, así como su fuerte economía. Todo esto, combinado con precios atractivos, explica su creciente número de visitantes que reconocen el potencial a largo plazo de la ciudad. Barcelona cuenta con una mezcla de estilos arquitectónicos desde el gótico y el renacimiento hasta el modernismo y la arquitectura contemporánea, y la demanda de propiedades es mayor en los distritos centrales de Eixample y el Gótico Viejo, donde los alquileres son elevados. Los distritos de Zona Alta, como Sant Gervasi y Pedraza, continúan siendo populares entre las familias locales e internacionales, gracias a su proximidad a las mejores escuelas. Las zonas de ascenso incluyen Poblenou, Barceloneta y Port Nou, que ofrecen gran potencial de apreciación de capital.

100% FREE - FREE ESTATE
New build, 100 sqm, 3 bedrooms, 2 bathrooms, 100% free estate.
Tel: +34 93 155 155 155 - 155 155 155 155

100% FREE - FREE ESTATE
New build, 100 sqm, 3 bedrooms, 2 bathrooms, 100% free estate.
Tel: +34 93 155 155 155 - 155 155 155 155

Visit our Barcelona website
for more details
on all our properties

BARCELONA / NEW DEVELOPMENT PROPERTIES

ZONA ALTA

BELL-SARRIÀ
Exclusive new building in one of the best areas of Barcelona, in the heart of the city, a beautiful green area located in the foothills of the Collserola Natural Park.

Exclusiva nueva construcción en una de las mejores zonas de Barcelona, en el corazón de la ciudad, una preciosa zona verde situada en las faldas del Parque Natural de Collserola.

From 4,900,000

From 100 sqm

100% free estate

100% free estate

100% free estate

100% free estate

NEW DEVELOPMENT

NEW DEVELOPMENT PROPERTIES / BARCELONA

TURÓ PARK

FM10
A beautiful central 10th floor of Barcelona, surrounded by natural beauty, offering a view of the city and the sea, a beautiful view of the city and the sea.

Un precioso apartamento central en el corazón de Barcelona, rodeado por la naturaleza, ofreciendo una vista de la ciudad y el mar, una hermosa vista de la ciudad y el mar.

From 4,900,000

From 100 sqm

100% free estate

100% free estate

100% free estate

100% free estate

NEW DEVELOPMENT

IBIZA

SAN ANTONIO

16231990

Modern 5 bedroom villa, with an infinity pool and open view of nature, for sale in the Benissa Valley.

Moderna villa de 5 dormitorios, con piscina infinita y vista abierta a la naturaleza, para vender en el valle de Benissa.

4,900,000

400 sqm

100% free estate

100% free estate

100% free estate

100% free estate

SAN JOSE

16222002

Beautiful 5 bedroom villa in the heart of San Jose, with a swimming pool and open view of nature.

Hermosa villa de 5 dormitorios en el corazón de San Jose, con piscina y vista abierta a la naturaleza.

4,900,000

400 sqm

100% free estate

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100% free estate

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IBIZA / LUCAS FOX PROPERTIES

162 / LUCAS FOX PROPERTIES

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IBIZA

AN ISLAND PARADISE

100 PARADISE 174 FORMER OF 174 A

From 4,900,000

400 sqm

100% free estate

100% free estate

100% free estate

100% free estate

IBIZA / LUCAS FOX PROPERTIES

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MARKET REPORTS

Lucas Fox produces detailed reports on the Spanish property market using our own in-house data as well as statistics and information from reputable external sources.

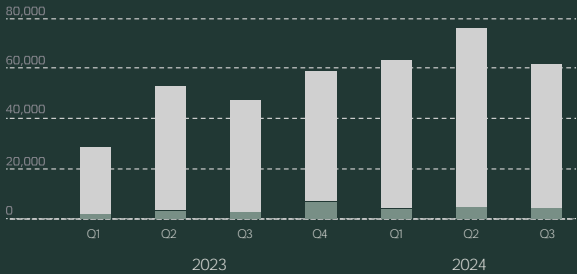
These unique reports condense facts and figures and translate up-to-the-minute statistics to convey current trends and commentary. The Lucas Fox market reports are informative and data-led and have become a valuable tool for both the media and stakeholders in the Spanish property market.





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

PROPERTY
price trends



MOTIVATION
For purchase



TOURISM
figures



NATIONALITY TRENDS
and demographics



UP TO DATE
sales transactions and data



COMMENTARY
from our regional directors



DESTINATION & LIFESTYLE MARKETING

At Lucas Fox, we recognise that, for many of our foreign buyers, purchasing a home is also about ‘buying into’ the Spanish lifestyle, which brings with it a plethora of enviable cultural and gastronomic benefits. ‘Lifestyle investors’ are typically entrepreneurs who are able to work remotely and families or individuals choosing to relocate to Spain. In both cases they regard their property purchase both as a commercial and lifestyle opportunity.

We also have a number of buyers looking for ‘passion investments’ such as vineyards, sporting or equestrian estates.

The LFStyle blog continues to add value to the Lucas Fox brand by introducing potential buyers to a new destination, offering relocation stories and insiders’ guides in a bid to reinforce a client’s purchasing decision, a process which many of our own staff have experienced themselves.



Our aim is to give potential clients an enticing experience before they buy.





SPONSORSHIP EVENTS & PARTNERSHIPS

Lucas Fox’s team organises a range of events from Open Houses and launch parties to press trips and ‘Afterwork’ drinks. As part of our programme of social and corporate responsibility, Lucas Fox is also a regular sponsor and supporter of local festivals and charity events.





MARKETING INNOVATION



PROPTech

Our marketing team and developers work together to develop proprietary applications that empower agents and improve the experience of our clients. Examples include, valuation tools, agent farming applications, or automated corporate material printing processes.



Data Driven

Our powerful CRM enables us to use real-time data for decision making processes. From performance to customer data, we can analyse and track our key marketing activities. In this way we can constantly improve our performance.



Customer Centric

When developing marketing activities our internal and external customers are what guides us. Delivering added value to our agents, or improving results for our property owners and buyers is the ultimate goal and forces us to innovate constantly.

“Innovation is one of our key values at Lucas Fox and in marketing it is our mantra. We strive to continuously find new and better ways to empower our agents and to service our clients.”



STEFAN BÜRGI
Marketing Director



www.lucasfox.com