

Property Investment

The Right HOME in the Right PLACE

by Vivion O Kelly

Most of us buy a house because it's in the right place and we like it, but it would be foolish to sign on the dotted line without considering its resale value. We may want to, or have to, sell it at some point thereafter, and this makes our new home an investment, like it or not.

Although all property, by definition, is a solid investment, we use the adjective loosely, meaning an investment that will give us the best return possible, and that can only be achieved if the house we buy is as appealing to others as it is to us. We could take a risk and buy in an area that is likely to become fashionable when a hypothetical sales date arrives, or we could buy a house that appeals to us and very few other people, and... well, you get the drift.

Or we could buy an objectively beautiful and well-constructed home in an exclusive area that has proven itself to have great investment potential.

Getting away from it all - but not too far away. This natural paradise is just a 15 minute drive from Marbella

The Long-term Value of Quality and Location

So what makes a well located Marbella home such an attractive investment, apart from being a beautiful residence in the right place? There is no single answer, because there is no single reason why more and more people are lining up to purchase luxury properties in the Marbella area.

To some extent, it has to do with the development history of the area. Marbella was never a mass tourism destination. While ranking number 46 in population size in Spain, marginally smaller than the cities of Salamanca and Huelva, for example, it covers a large area that has not been overbuilt, compared to most of the other tourism towns along the rest of the Costa del Sol. But more importantly, development has been controlled to prevent the building of numerous high-density low-cost holiday home developments. Many foreign tourists might be surprised to know that most of the luxury homes along the beach fronts on both sides of Marbella are not owned by wealthy foreigners, but wealthy Spaniards. They value their exclusivity, and they want to keep it that way.

Another reason is climate, and that means more than the sunny Spain we all know about. Marbella has a micro-climate, protected from the excess heat from the north by the Sierra Blanca mountain range, resulting in a warm and pleasant temperature with just enough rain to keep the grass green and the reservoirs filled, most of the time.

Something everyone wants

And then we have the nitty gritty: the economy at this delicate time in our lives. Although it may appear to fly in the face of logic, the value of high-end properties in the Marbella area has increased over recent months, and according to many experts in the field, it will continue to rise in the foreseeable future. While the shock to the world economy could be expected to adversely affect property prices worldwide, this is not the case with regard to the highest end of the property market in Southern Spain. This is partly due to a historic trend seen over decades, and partly due to the demand, at this time, for luxury living in

relatively isolated splendour. Or to use shorter words: getting away from it all, but not too far away. A wise long-term investment is one that looks far into the past and far into the future.

The percentage of wealthy buyers has remained steady at 80 percent over many years in this exclusive area, while enquiries have increased by 25 percent since late June of this year. Average sales by one well-known luxury property agency rose by 55 percent in the two-month period following the end of lockdown.

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Lifestyle is clearly the main factor here, and the quality of one's lifestyle is directly linked to the quality and exact location of one's home.

A solid investment means exclusivity, both in the property itself and its location. It

also means sustainability and without a doubt the property must have all the amenities needed close by and extensive facilities in the villa itself. If all these boxes are ticked you can be sure it's a solid investment.



Vista Lago Residences



Innovative and environmentally sustainable villas that are an integral part of the land upon which they were built.



Vista Lago ticks all the investment boxes

All Vista Lago villas have infinity pools, large terraces, ample gardens and spaces for home offices, entertainment rooms and gyms. Add to this the privileged location, at just 15 minutes from the centre of Marbella, a short drive to the beaches, and the most magnificent and unique views over the Mediterranean, Gibraltar and the African coast beyond, and you have something that is little short of absolute perfection.

And last but not least, having the peace of mind of a BREEAM certificate. The internationally recognised BREEAM certificate is especially attractive to investors in that it adds value to property through sustainability and quality construction, resulting in increased market value and long-term resilience. It is, in effect, a guarantee of peace of mind when it comes to signing on the dotted line, and peace of mind is especially attractive to all of us at this time.

For more information on Vista Lago Residences visit vistalago.es

You can reserve your villa by emailing BRIGHT: info@by-bright.com – or calling (+34) 648 981 111.

Vista Lago Residences

Vista Lago Residences is a perfect example of ticking all the boxes when it comes to property investment. This sustainable, luxury development of 18 individually designed villas is being built on the only high plot left with magnificent views between the famous La Zagaleta residential development and the iconic La Concha Mountain. The area is a gated 200-hectare country club estate called **Real de La Quinta**, which borders a UNESCO Biosphere reserve, an area which is soon to become Spain's 16th National Park – a fact in itself that will increase the value of any property close by. Real de La Quinta offers unequalled amenities such as a lake for watersports and swimming, a lake club, an executive golf course, a boutique hotel, a spa and wellness centre, an exclusive restaurant, an equestrian centre, jogging trails, cycle routes and much more.

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