

ALFONSO LACRUZ

Your Local Winter Real Estate Update

INTERVIEW

Getting to know
Alfonso Lacruz

MARKET STATUS

Sustainable and Eco-Friendly
Construction: Shaping the Future
of Real Estate

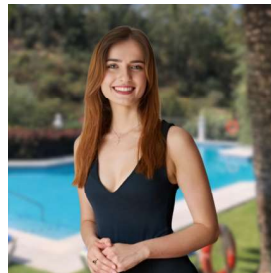
HEALTHY EATING

Star foods of this season
and some recipes

A photograph of a modern, two-story villa at dusk. The villa has a white facade and a dark roof. A large palm tree stands in the foreground on the right. A swimming pool is visible on the left, with two lounge chairs on a wooden deck. The sky is a mix of blue and pink. The text "KELLERWILLIAMS" is in a sans-serif font, "Luxury" is in a large, white, cursive script, and "ALFONSO LACRUZ TEAM" is in a smaller, sans-serif font.

KELLERWILLIAMS
Luxury
ALFONSO LACRUZ
TEAM

A NOTE FROM **ALFONSO LACRUZ TEAM**



Alfonso Lacruz | Team Leader

Dear current and future clients,

Welcome to your winter Real Estate magazine of the Costa del Sol! Dive into the vibrant world of Real Estate and discover the hidden gems that this dazzling region has to offer. From stunning villas with panoramic views to beachside apartments, here you will find the most exclusive and tempting properties to make your dreams come true.

The Costa del Sol, with its year-round warm and sunny climate, golden sandy beaches and rich culture, is the perfect destination for those seeking a tranquil lifestyle with plenty of quality.

From Marbella to Estepona, Puerto Banus to Benahavis, you will discover a wide variety of first class properties. Whether you are looking for a modern villa with infinity pool and sea views, a stylish apartment with direct access to the beach or a traditional finca in the mountains, our magazine will help you find the perfect property to suit your desires and needs.

In addition to properties, our magazine will also provide you with information about the best things to do in the area, cultural highlights and outdoor activities you can enjoy on the Costa del Sol.

Our winter magazine is here to guide you every step of the way, providing you with detailed market insights and expert advice to help you make informed decisions.

Discover the true meaning of the Mediterranean lifestyle and find the property of your dreams in this sunny paradise!

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www.alfonsolacruz.com

A QUARTER IN REVIEW

Marbella Market Snapshot

	3Q 2024	3Q 2023	% Differ.
 Number of Homes Sold	1.092	986	10,8 %
 Average Sales Price	** 3.788 €/m2	3.671 €/m2	3,1 %
 * Stock of Homes for Sale	5.818	5.850	0,5 %

Benahavis Market Snapshot

	3Q 2024	3Q 2023	% Differ.
 Number of Homes Sold	188	251	-25,1 %
 Average Sales Price	** 3.667 €/m2	3.709 €/m2	-1,1 %
 * Stock of Homes for Sale	1.607	1.757	-8,5 %

More information on the real estate market of Marbella and Benahavis on this link:

<https://www.alfonsolacruz.com/real-estate-market-info-marbella-benahavis>



* The stock of properties for sale is not an official number but an estimation -- Source: Registradores, Notariado, Idealista
 ** The value of the average sales prices is provisional and may suffer variations -- Source: Registradores

WINTER 2024-25

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A QUARTER IN REVIEW

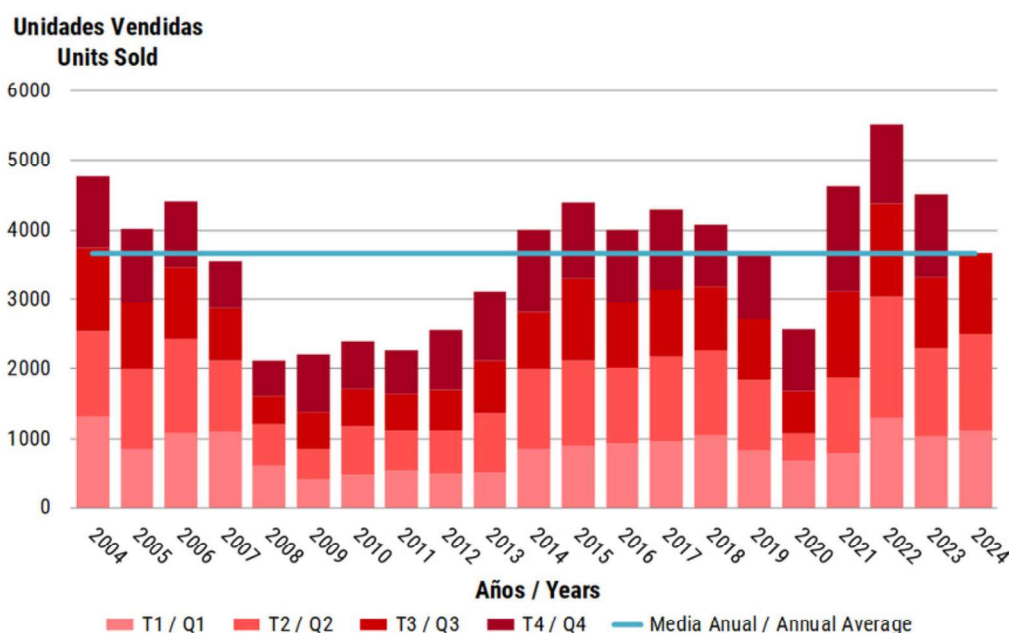
CLOSED TRANSACTIONS - MARBELLA

2024 shows strength and stability on the real estate market of Marbella & Benahavis

The Marbella real estate market is demonstrating remarkable resilience in 2024. By the end of the third quarter, sales had already matched the average annual figures, reflecting the sustained strength, high demand, and enduring appeal of the area. These impressive results have surpassed expectations for a more normalized year, even outpacing the transaction levels of 2023.

While data for the fourth quarter is not yet available, market sentiment indicates a renewed surge in activity, with noticeable momentum compared to the final months of 2023.

In summary, Marbella's property market remains robust and stable, with strong interest from buyers and investors alike. The only concern on the horizon is the potential for property prices to rise significantly again, which could impact accessibility for some.



3Q 2024 vs
3Q 2023



10,8%

LAST 12
MONTHS



4,6 %

CHART 1 - HOMES SOLD PER QUARTER AND YEAR - MARBELLA

A QUARTER IN REVIEW

CLOSED TRANSACTIONS - BENAHAVIS

There is a contrasting performance between Marbella and Benahavis. While both markets are performing well, there are notable differences. Benahavis, despite showing solid results, is currently 23.3% below its sales figures from 2023. This decline, while significant, doesn't overshadow the area's appeal to high-end buyers seeking exclusivity and tranquility. In contrast, Marbella has seen a 7.5% increase compared to 2023, which was already a strong year. and investment opportunities between the two areas .

The Benahavis real estate market continue to thrive, showcasing stability and resilience. By the end of Q3 2024, sales in this area have already reached average annual levels, highlighting strong demand.

With unique advantages—Marbella standing out for its volume and infrastructure, and Benahavis for its exclusivity—both areas offer exceptional opportunities for sellers and investors in one of Europe's most desirable regions

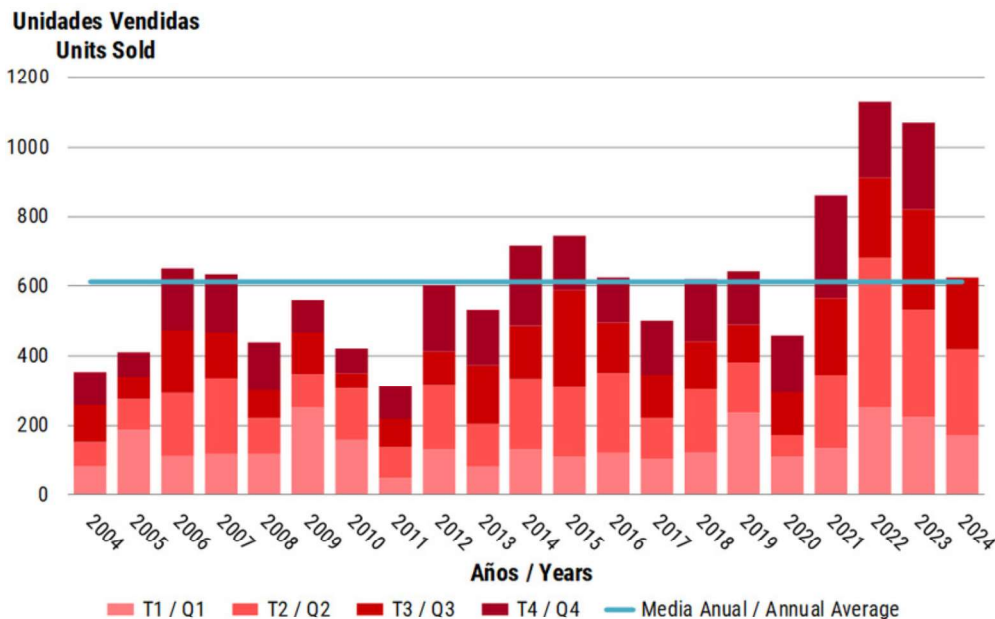


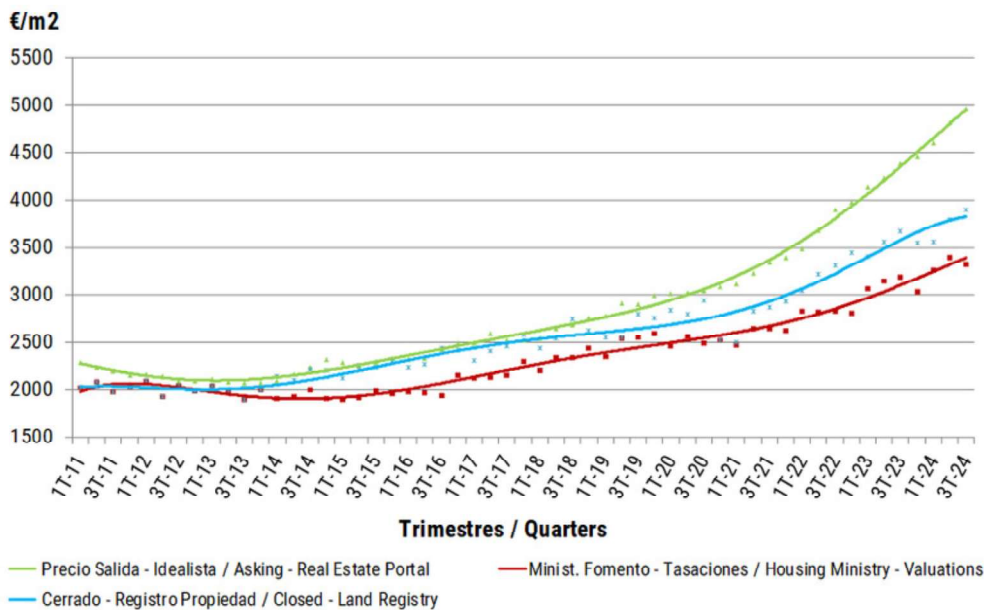
CHART 2 - HOMES SOLD PER QUARTER AND YEAR - BENAHAVIS

A QUARTER IN REVIEW

HOME SALES PRICES - MARBELLA

The gap between asking and closing prices keeps widening

From the trend, we can observe a general upward movement in all three price categories (asking, closing and valuations), with asking prices consistently higher than actual closed prices, and valuation prices remaining the lowest. Since approximately 2014, there has been a steady increase in all categories, with a sharper rise visible after 2020, indicating strong growth in the real estate market.



PRICE VARIATION OF 'SOLD' HOMES



CHART 1 - ASKING, CLOSING AND VALUATION HOME PRICES - MARBELLA

Additionally, we can see the recent price variations of sold homes, showing an increase of 2.8% in the last quarter and a 6.1% rise over the past 12 months. This suggests continued market appreciation, likely driven by high demand, inflationary pressures, or limited housing supply. The widening gap between asking prices and closed prices in recent years also indicates that sellers may have increasingly optimistic expectations, while buyers negotiate lower final sale prices. The overall trend underscores a robust housing market with persistent price increases.

A QUARTER IN REVIEW

HOME SALES PRICES - BENAHAVIS

Both asking and closing prices trends have shown consistent growth since 2014, with asking prices consistently exceeding the final transaction prices. However, the pace of growth appears to have stabilized recently, with closed prices showing a slight slowdown in their upward trajectory compared to the rapid increases observed in previous years.

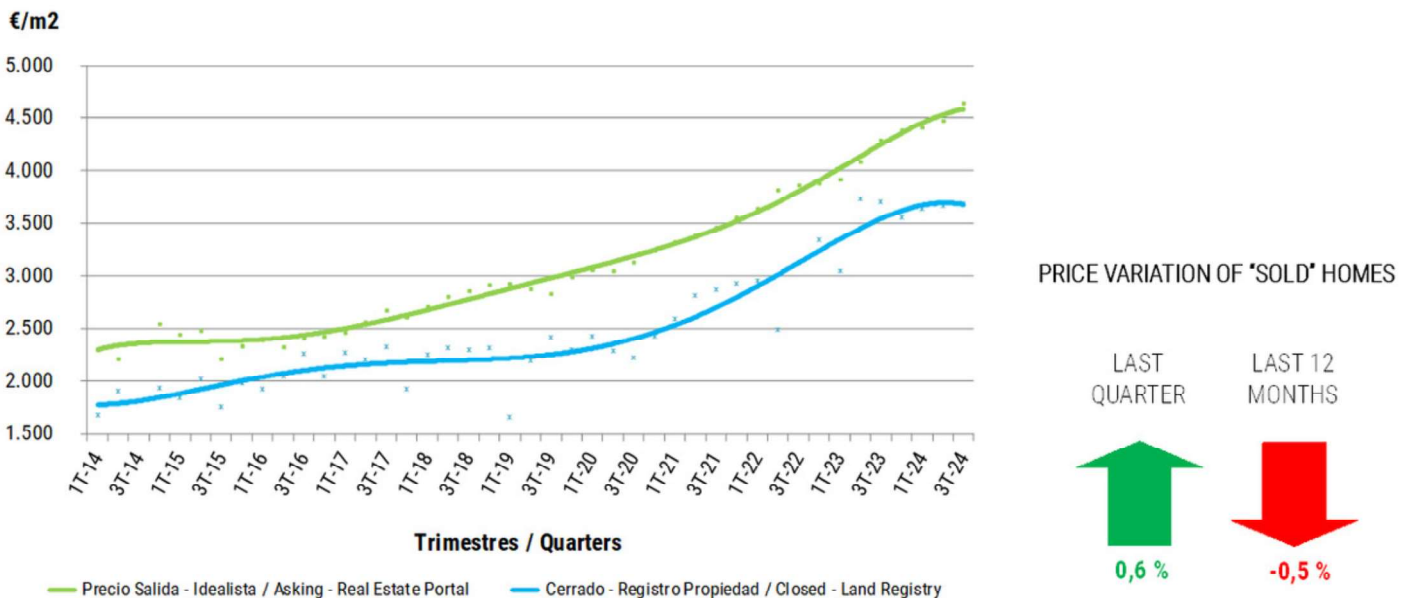


CHART 2 - ASKING AND CLOSING HOME PRICES - BENAHAVIS

We can also see that the price variation of sold homes over the last quarter has increased by 0.6%, indicating slight market resilience. However, the past 12 months have recorded a -0.5% decline in sold prices, suggesting potential market adjustments or softer demand.

While the gap between asking and closing prices is narrower than in Marbella, it has reached a significant 26%, as both asking and closing prices are moderating their increases, with a more pronounced effect on closing prices.

In summary, Benahavis appears to be experiencing a greater degree of moderation with fewer transactions and stabilizing prices - likely necessary for the market - than Marbella.

SUCCESS STORIES



WHAT THEY SAID



“ My wife and I have had the good fortune to have had recommended to us the services of Alfonso Lacruz and his Team for the sale of our villa at El Rosario Marbella.

The service we received was exceptional in terms of courtesy, professionalism and competency. His client reach of prospective purchasers was extremely good leading to high volume of visits and a successful sale within in a very reasonable time. I would be more than happy to recommend Alfonso and his team to anyone thinking of selling a property in Marbella and surrounding areas.

Hubert C.
01 | 2025



WHAT THEY SAID



“ Alfonso and Maria Antonia are excellent. Very professional, helpful and friendly. They sold my house quickly and efficiently.

Sian E.
12 | 2024



“ A great team led by Alfonso. The best option to manage a property in the Marbella and Malaga area. Without a doubt, the best I have found!

Roberto B.
10 | 2024

REAL VALUE REAL EXPERIENCE



Alfonso Lacruz
**CEO and Founder of
Alfonso Lacruz Team**

CREDENTIALS

BA History
**Naval Architect and
Marine Engineer**

Master
**Massachusetts Institute
of Technology**

Results
**Top #1 Agent of Keller
Williams Spain in 2015, 2016,
2017 and 2018**

KW Millionaire Agent 2022

**Example and commitment
award as Operations
Director 2023**

"When you choose to work with me, you're partnering with a trained agent that has the backing of the world's largest real estate company, consisting of 200,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what's happening in the neighborhoods you're eyeing.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business."

20

YEARS IN
BUSINESS

89%

PERCENTAGE OF
LISTINGS SOLD

2%

NEGOTIATION
RATE

76%

REPEATED AND
REFERRED CLIENTS

ALFONSO LACRUZ TEAM | **kw**
Real Estate in Marbella & Benahavis | KELLERWILLIAMS

**WIN-WIN
INTEGRITY
CUSTOMERS
COMMITMENT
COMMUNICATION**

or no deal
do the right thing
always come first
in all things
seek first to understand

**CREATIVITY
TEAMWORK
TRUST
EQUITY
SUCCESS**

ideas before results
together everyone achieves more
starts with honesty
opportunities for all
results through people

THE PROOF IS IN OUR NUMBERS

These numbers depict not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

TEAM'S RESULTS IN 2022:

2022 has been not only a record year in Benahavis and Marbella in the number of transactions closed but also for our local team that achieved our historical, and outstanding, record in sold volume and client's recognition:

100 % FIVE STARS's
REVIEWS

98 % LIST - TO - SALE
RATIO

99 % PRICE OBTAINED
FROM ASKING PRICE

60 M € SOLD
VOLUME

SOLD

SOLD PROPERTIES



TOWNHOUSE | HEREDIA DE
MONTEMAYOR | BENAHAIVIS

3 bed | 3 bath | 227 sqm | Storage room | Garage



APARTMENT | COSMO BEACH
ESTEPONA

2 bed | 2 bath | 103 sqm | Storage room | Garage



TOWNHOUSE | HEREDIA DE
MONTEMAYOR | BENAHAIVIS

3 bed | 3.5 bath | 224 sqm | 200 sqm plot | Garage



VILLA LOS CLAVELES
EL ROSARIO | MARBELLA

4 bed | 3 + 2 bath | 292 sqm | 1.120 sqm plot

FEATURED LISTING



Plot A16 Montemayor, Benahavis

299.000 €

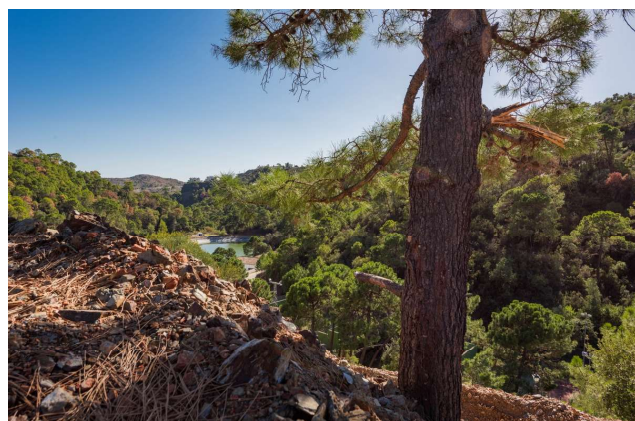
2.870 sqm / 366 sqm buildable

Located atop the hills of Benahavis, within the natural enclave of the Montemayor Valley, plot A16, is a private sanctuary, a blank canvas to create the home of your dreams. A natural paradise bathed in the warm southern sun, where a lush forest, majestic mountains, a serene lake, and the vast sea intertwine in an unparalleled spectacle. This 2,870 square meter plot, located in the prestigious Montemayor development, invites you to explore endless possibilities.

.With a maximum building capacity of 366 square meters, this space offers the freedom to build a customized oasis, tailored to your needs. Adjacent to it, you will find top-notch tennis courts and golf courses, along with the most exclusive clubs, making this place a landmark in southern Spain for those seeking to indulge in life to the fullest.

SCHEDULE A TOUR

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FEATURED LISTING



Plot C26 Montemayor, Benahavis

249.000 €

4.600 sqm / 561,20 sqm buildable

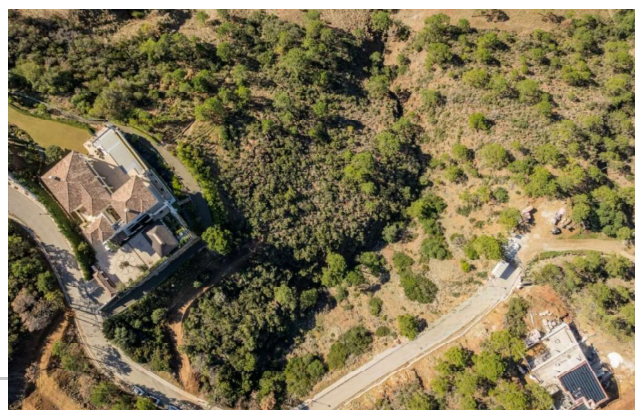
This is a 4.600 square meter plot in one of the most selectives areas of Spain, the Montemayor Urbanization in Benahavis, the wealthiest village in the country. In a unique setting, facing west, completely surrounded by nature, yet in a completely secure urbanization with a concierge at the entrance, 24-hour surveillance, and security cameras on the streets.

This urban estate has approved building rights of 561,20 square meters, allowing for the construction of a truly spectacular project.

The Costa del Sol is a privileged area to live or spend holidays, with a tranquil lifestyle, unbeatable climate, and unparalleled gastronomy, making this land one of the most desirable residential destinations. It is possible to live in the middle of nature and be safe.

SCHEDULE A TOUR

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FEATURED LISTING



Plot in Rocio de Nagüeles Marbella

675.000 €

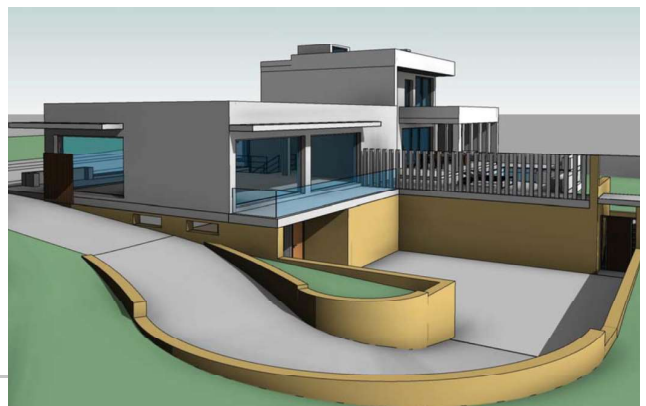
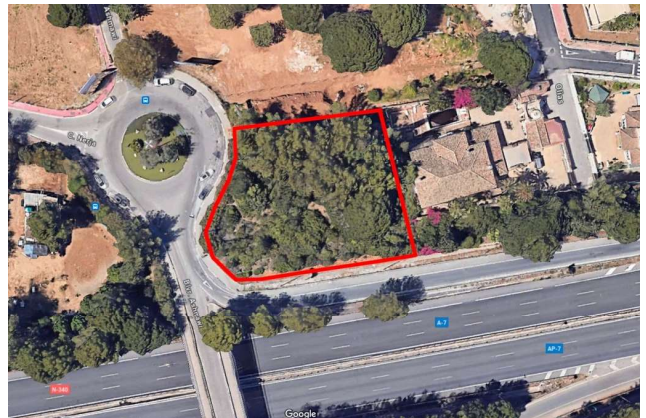
1.080 sqm / 280,80 sqm buildable

We present an exceptional 1,080 square meter residential plot in Nagüeles, one of Marbella's most prestigious areas. This unique plot offers the chance to build your dream property with sea views in a luxurious setting. Located on Marbella's Golden Mile, Nagüeles is known for its exclusivity and proximity to luxury amenities such as golf courses, beach clubs, and gourmet restaurants. It's just minutes from central Marbella and Puerto Banús, offering high-end shopping, vibrant nightlife, and beautiful beaches.

Surrounded by nature and lush gardens, the plot provides a tranquil, private environment ideal for a luxurious lifestyle. It's also the best-priced plot on the market now. The large surface area allows for a custom residence, making it an excellent long-term investment. With ongoing development and demand in Nagüeles, this plot is a prime opportunity.

SCHEDULE A TOUR

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FEATURED LISTING



Penthouse in Jade Beach San Pedro de Alcantara, Marbella

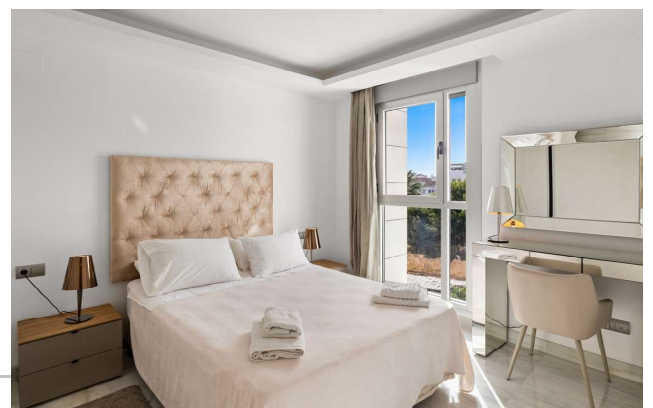
1.150.000 €

**11,44 sqm built | 103,32 sqm ter. | 2 Garages | C. Pool
3 bed | 2 bath**

The penthouse boasts 3 elegants bedrooms and 2 luxurious bathrooms, all featuring tiles, underfloor heating, and downlights. The master includes an en-suite bathroom with a bathtub and shower, while the second bathroom offers a rainfall shower. All rooms are individually air-conditioned and have underfloor heating, providing ultimate comfort.

The penthouse offers a 25 m² terrace on the main level and an impressive 70 m² rooftop terrace. The rooftop terrace has space for dining and sun-lounging. The main part of the terrace includes an awning. Enjoy breathtaking views of the lush, green surroundings and bask in the sun from sunrise to sunset. The communal grounds are beautifully landscaped with lush plants, a sheltered pool area, sun loungers, showers, and bathrooms.

SCHEDULE A TOUR



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TAX & LAW

NEWS AND INFORMATION ON SPANISH FISCAL AND LEGAL TOPICS THAT MATTERS TO YOU

THE END OF THE GOLDEN VISA

The Spanish Golden Visa program grants residence permits to non-EU citizens in exchange for investments, without the limitation of 90 days out of 180, with the most popular option being real estate purchases of €500,000 or more. Other investment options include bank deposits, shares in Spanish companies, and public debt.

Earlier year 2024, the Spanish Government announced plans to end the Golden Visa program tied to real estate investments, aimed to protect the housing market price, with discussions later expanding to potentially abolish the entire scheme.

On December 19, Congress approved the Law to completely ban the Golden Visa program, and Law 1/2025 was published on 3 January 2025, coming into effect in three months, so the **final date for application is 3 April 2025**.

No new visas will be issued in exchange for investments of any kind once the law comes into effect. However, to safeguard acquired rights, applications submitted before the law's enactment will still be processed, and already-granted visas will remain renewable upon expiration.

EU CITIZEN RESIDENCE

As an EU citizen, you have the right to live and work in Spain without needing a visa or work permit, thanks to the Freedom of Movement within the EU.

Here are the steps you need to follow if you plan to stay for more than 90 days:

1. Register with your local municipality: Obtain a "Certificado de Empadronamiento" (Padrón) by providing proof of address (like a rental contract or utility bill) and your passport.
2. Get your EU Registry Certificate: Apply for the "Certificado de Registro de Ciudadano de la Unión Europea."; During this process, you'll receive your NIE (Número de Identidad de Extranjero), which is your fiscal ID number in Spain.

Once you have these documents, you can legally live and work in Spain.

TAX RESIDENCY

You will become ordinary resident for tax purposes in Spain if:

- a) You spend more than 183 days in Spain during one calendar year. You become liable whether or not you take out a formal residence permit (Residencia). These days do not have to be consecutive. You do not become resident for tax purposes until the morning of the 184th day.

Temporary absences from Spain are ignored for the purpose of the 183-day rule unless it can be proved that the individual is habitually resident

in another country for more than 183 days in a calendar year or pays taxes as resident in another Country with a Double Tax Treaty with Spain, or **b)** If your “centre of vital interests” is Spain.

Unless proven otherwise, you are presumed to be a Spanish resident if your spouse lives in Spain and you are not legally separated even though you may spend less than 183 days in Spain. A Spanish tax year coincides with the calendar year (1st January to 31st December).

If you are ordinary tax resident in Spain, you will be liable for Income, Wealth, Capital Gains, Gift and Inheritance Tax on your worldwide assets and income.

TAX ON RENTAL INCOME

All and every double tax treaty gives Spain the right to tax on any income and gain derived from real estate located in the country. Therefore, non-residents do have to pay taxes in Spain on rental income.

EU citizens are allowed to offset certain costs from income to obtain the net taxable profit. Tax rate is 19% on that profit.

Non-EU citizens however are not allowed to any deduction but gross income is fully taxable. Tax rate is 24% on gross income.

Rental income tax is paid by self-tax assessments submitted by the taxpayer.

Since year 2024, non-residents can file an annual rental income tax return by January, following to the tax period. Previously, a quarterly tax return was due without the possibility of compensating losses from one quarter with profit of the next one. Owners must declare a benefit in kind for the days the property is not rented out.

This imputed income is based on the cadastral value of the property (rateable value) applying a percentage of 1,1% (or 2% if the last general revision of the value in the Municipality took place more than 10 years ago). EU citizens are taxed at 19% on said imputed income while non-EU citizens pay 24%. This annual imputed income tax return is filed by December following to the tax period.

You will need a tourism license for your property if you want to offer it through platforms (such as Airbnb for example), agents or websites for short term. You have to check if the bylaws of the community of owners allow or

have banned this activity, as well as municipal legislation that may have limited or banned this kind of rentals on certain stress zones.

SHORT-TERM VS. LONG-TERM RENTALS IN SPAIN

When considering renting property in Spain, it's essential to understand the differences between short-term and long-term rentals, as each has its own advantages and challenges.

Short-term rentals are typically for vacations or temporary stays, lasting less than 32 days. These rentals are popular in tourist areas and can generate higher income due to flexible pricing based on seasons.

Pros:

1. Higher Income Potential: Especially during peak tourist seasons. **2. Flexibility:** Easier to adjust rental prices based on demand. **3. Less Commitment:** Ideal for property owners who want to use it themselves occasionally.

Cons:

1. Higher Management Effort: Frequent tenant turnover requires more hands-on management. **2. Regulatory Requirements:** Often need a tourism license and must meet specific safety standards. **3. Variable Income:** Income can really fluctuate with the seasons.

Long-term rentals in Spain typically last for at least one year, offering more stability for both landlords and tenants.

Pros:

1. Stable Income: Consistent rental income over a longer period. **2. Lower Management Effort:** Less frequent tenant turnover reduces management workload. **3. Tenant Protections:** Tenants have strong legal protections, which can lead to fewer disputes.

Cons:

1. Rent Control: Rent increases are often limited by law. **2. Less Flexibility:** Harder to adjust rental prices and use the property for personal use. **3. Longer Commitments:** Contracts usually last 5-7 years, providing less flexibility for landlords.

Choosing the Right Option

The choice between short-term and long-term rentals depends on your goals as a property owner. If you seek higher income and can manage frequent tenant turnover, short-term

rentals might be the way to go. However, if you prefer stability and less management effort, long-term rentals are likely a better fit.

RIGHTS OF LONG-TERM TENANTS IN SPAIN

In Spain, long-term tenants enjoy significant legal protections under the Urban Tenancy Act (Ley de Arrendamientos Urbanos, LAU). Here are some key rights:

- 1. Minimum Contract Duration:** Long-term rental contracts are typically set for a minimum of one year and can be extended up to five years (or seven years if the landlord is a company) unless the tenant decides not to renew.
- 2. Right to Renew:** After the initial year, tenants have the right to renew their contract annually up to the maximum duration, provided they comply with the terms of the lease.
- 3. Rent Control:** Rent increases are regulated and usually tied to the Consumer Price Index (CPI), ensuring that tenants are protected from sudden and significant rent hikes.
- 4. Maintenance and Repairs:** Landlords are responsible for maintaining the property in a habitable condition and must handle necessary repairs, except for minor maintenance tasks which are the tenant's responsibility.
- 5. Eviction Protections:** Tenants can only be evicted for specific reasons, such as non-payment of rent or significant damage to the property. The eviction process must follow legal procedures, providing tenants with time to address the issue or find alternative housing.

BUYING PROPERTY IN SPAIN

Privately vs. Through a Company (non-resident investors for personal use or eventually rent out). When considering purchasing property in Spain, you have the option to buy it privately or through a company. Each approach has its own set of advantages and disadvantages, depending on your financial goals and the intended use of the property.

Buying Privately

Pros: **1. Simplicity:** The process is generally more straightforward, with fewer legal and administrative hurdles. **2. Personal Use:** Easier to use the property as a secondary residence without less tax implications (imputed income based on a percentage of the cadastral value).

3. Lower Costs: Avoids the costs associated with setting up and maintaining a company.

Cons: **1. Income Tax:** You will be subject to personal income tax on any rental income, and there are fewer opportunities for tax deductions compared to a company, especially if you are resident at a country out of the EU as you cannot offset any cost. **2. Wealth Tax:** Properties are totally exposed to wealth tax as individual. **3. Inheritance Tax:** Properties are totally exposed to inheritance tax as individual.

Buying Through a Company

Pros: **1. Tax Benefits:** Companies can deduct more costs than individuals if the property is used for rental purposes, especially compared to non-EU individuals. **2. Asset Protection:** Holding property through a company can provide a layer of legal protection and anonymity. **3. Wealth Tax:** Properties held by a company could be exempt of taxation depending on the applicable double tax treaty. **4. Inheritance Planning:** Potentially more favourable inheritance tax treatment.

Cons: **1. Complexity:** Setting up and maintaining a company involves additional administrative work and costs. **2. Usage Restrictions:** If the property is used as a personal residence, the company must charge you market-rate rent, which is taxable. **3. Dividend Tax:** Any profits taken out of the company as dividends are subject to additional taxation. Choosing the Right Option

The decision to buy property privately or through a company depends on your specific circumstances. If you plan to use the property primarily for personal use and prefer a simpler process, buying privately might be the best option. However, if you are looking for tax benefits and asset protection, especially for rental properties, purchasing through a company could be more advantageous.

This section is courtesy of [Santiago Lapausa](#), partner of [JC&A Abogados](#). If you have any specific questions or need further details, feel free to ask!

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FEATURED LISTING



Villa Shangri-la Montemayor, Benahavis

2.495.000 €

**889 sqm built | 2 Pools | Garage 4 cars | Cinema | Spa
5 bed | 5 bath**

This exclusive villa, with its majestic 889 sqm of construction & 3.660 sqm plot, offers a unique and enchanting experience in the prestigious Montemayor urbanization in Benahavis. Built in 2007, this property is more than just a house; it is an oasis of luxury and comfort that allows you to immerse yourself in an idyllic lifestyle, although some improvements may be needed.

Stepping into this villa is stepping into a world of opulence and elegance. With up to 20 impressive interior spaces, including 5 bedrooms, 5 bathrooms, and a guest toilet, every corner is designed to delight your senses and provide you with maximum comfort.



SCHEDULE A TOUR

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FEATURED LISTING



Villa Cornelia Montemayor, Benahavis

1.950.000 €

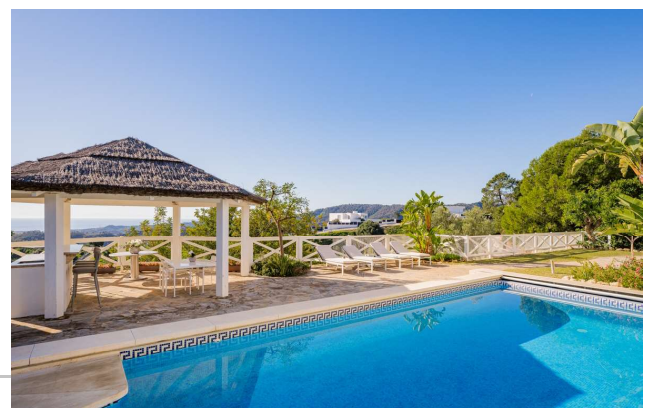
403 sqm built + 77 sqm terraces | 2.700 sqm plot

5 bed | 4.5 bath

Villa Cornelia is a refined residence that blends balance, grace, and timeless charm, offering a luxurious lifestyle. Just 7 minutes from the A7, this 403 m² villa is nestled in nature, combining modern design with warm ambiance, natural light, and stunning sea and mountain views. The main floor features an open-plan living and dining area, a fully equipped kitchen, an office, and a serene primary bedroom with a spacious en-suite bathroom. The living area opens onto a large porch that seamlessly connects to the outdoors. Set on a 2,700 m² landscaped plot, the villa boasts a luxurious pool, a poolside bar, and private nooks for relaxation. The second floor offers two suites and two additional bedrooms with en-suite bathrooms, while the lower level includes storage, a two-car garage, and an independent two-bedroom apartment.

SCHEDULE A TOUR

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FEATURED LISTING



Brand New Villa A2 Puerto del Almendro, Benahavis

1.295.000 €

384 sqm built | 900 sqm plot

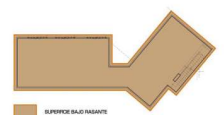
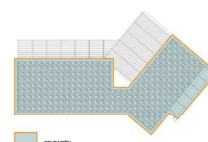
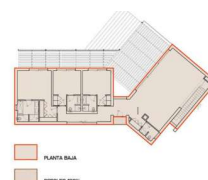
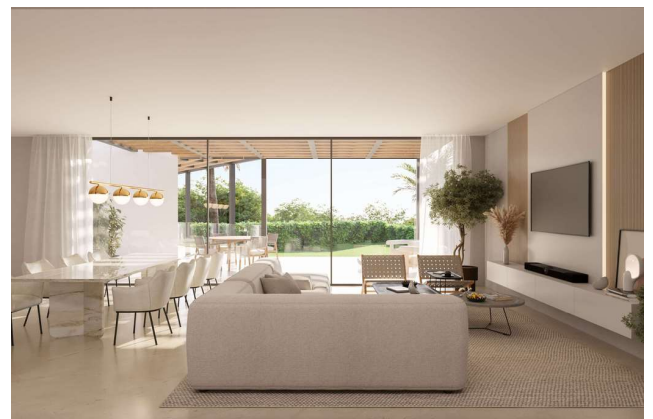
3 bed | 3.5 bath

This contemporary design villa with stunning panoramic views and flooded with light due to its open plan layout and an entire wall of sliding doors, offering views of the garden, private pool and surrounding nature.

Built on one level plus a basement, the property boasts 3 bedrooms, 3 bathrooms, and the open plan area, which includes the living room, dining area and kitchen, plus a guest toilet.

Its beautiful modern design, fully equipped kitchen, gorgeous exterior and great location make this the perfect villa for anyone looking to enjoy holidays or living on the Costa del Sol.

It will be completed 11 months after the purchase.



SUPERFICIES JUSTIFICACIÓN

PLANTA SUELO	
SUP. CERRADA COMPUTABLE	132.35 m ²
PORCHES Y TERRAZAS	1.15 m ²
TERRAZA APERTURA	85.88 m ²
ACCESOS	30.88 m ²
PISCINA	26.41 m ²
TOTAL SUP. COMPUTABLE P. SUELO	156.67 m ²
PLANTA BÓVEDA	
SUP. CERRADA NO COMPUTABLE	138.81 m ²
TOTAL SUP. COMPUTABLE P. BÓVEDA	138.81 m ²
TOTAL SUP. COMPUTABLE	156.67 m ²
TOTAL SUP. OCUPACIÓN	156.67 m ²
SUPERFICIE PARCELA	1.042.85 m ²
EDIFICABILIDAD MÁXIMA (BPM)	67.28 m ²
OCCUPACIÓN MÁXIMA (BPM)	384.75 m ²

SCHEDULE A TOUR

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THE REAL
ESTATE AGENT

Alfonso Lacruz Keller Williams



What led you to decide to leave your career as an engineer and move back to Marbella?

The lifestyle I had before, living between hotels and airports, was far from ideal. I loved my work as an engineer, but it wasn't the best way to live. When I decided to leave my engineering job to improve my quality of life, my hometown, Marbella, became the obvious choice. I believe Marbella is one of the cities in the world that offers the best quality of life.

What was the most challenging part of leaving your life abroad and starting over in your hometown?

The hardest part was leaving behind my career as an engineer, especially in a role I loved as head of engineering, working on offshore projects. I returned to Marbella without a clear idea of what my future would look like.

How has your experience as an engineer influenced your career in Real Estate?

When I started in real estate, I didn't realize it, but my engineering mindset, focused on analysis and processes, helps me follow the steps that ensure we have a predictable, growing, and profitable business.

What does Marbella mean to you, not just as your birthplace but as the place where you chose to build your career?

For me, Marbella, after having been to many places around the world, offers one of the best qualities of life globally.

What do you think sets Keller Williams apart from other real estate companies?

Keller Williams is a technology and training company focused on real estate. Its mission is to help agents build careers worth having, lives worth living, and stable, productive businesses that allow them to pursue their dreams. It provides and teaches proven models and systems for achieving success in a real estate career. Keller Williams is not a real estate agency; it's better understood as a high-performance center for real estate agents.

Could you share a memorable anecdote from your work at Keller Williams that has marked your career?

There have been many milestones in my real estate career, but perhaps the most important was deciding to join Keller Williams. It has shown me the path to follow—working hard and consistently—to get to where I want to be.

How has the real estate sector changed from when you started to now?

It has changed a lot. When I started in 2009, the market was still struggling from the 2008 crisis, completely different from today's market with rising prices and low inventory. Technology has also evolved significantly, especially in how we market properties and reach potential clients.

What advice would you give to someone considering a radical career change like the one you made?

Real estate offers the opportunity to make a lot of money, but it's harder than it looks from the outside. To have a business worth having, you need to work hard and smart, take care of your clients, be consistent and disciplined, and have a clear goal.

What do you think is the key to success in the real estate sector, especially in a competitive market like Marbella?

It ties into the previous point—you need to work with models and systems, with determination and consistency, while taking care of your clients and knowing where you're heading.

What aspects of living in Marbella do you love the most, and what would you recommend to someone considering moving here?

I love spending time outdoors, especially by the sea. I became a naval engineer out of passion, and Marbella's location and year-round climate make it the perfect place for that.

What personal values define you, and how do you apply them in your professional life?

I live by values of honesty, integrity, professionalism, and helping others. These same values guide my business.

If you hadn't pursued a career in real estate, what can you imagine yourself doing today?

Since I'm a naval engineer by passion and have been sailing since I was a child, if I weren't in real estate, I would have pursued something related to my vocation.

What motivates you to keep growing and making a difference as a professional and as a person?

I've always set ambitious goals for myself. My objective isn't purely financial; it's about building a highly professional and efficient team that generates enough resources to share those benefits, not just with my team but also with those in need around us.



Alfonso with his wife at a KW Event.

What plans do you have for the future of Keller Williams Spain? How do you envision your life and career in 5 or 10 years?

The goal, as I mentioned, is to build a highly professional and efficient team over the next five years. I hope that in five years, my life will be calmer, allowing me more time to spend with family and friends, help those in need, and share my knowledge with other real estate agents so they can grow and build fulfilling lives.

Would you like to add anything else?

I'm always open to having a coffee with clients or professionals. I believe in networking and human relationships. So if anyone wants to meet me, they just need to ask my assistant for an appointment. It would be a pleasure.

FEATURED LISTING



Villa M10 Montemayor, Benahavis

1.950.000 €

**783 sqm built | 2.375 sqm plot | Pool | Cinema
Games room | 5 bed | 6 bath | Elevator**

Discover this newly built villa where elegance meets functionality. Enjoy breathtaking sea and mountain views, with an infinity pool that blends seamlessly with the horizon.

The first floor offers top-tier entertainment with a cinema, gym, game room, and spacious terrace. The open-plan second floor flows beautifully, featuring a living area, dining space, and kitchen, all connected to covered terraces. The master suite boasts a private retreat with a walk-in closet, luxurious bathroom, and a bathtub overlooking the infinity pool and sea. The top floor hosts a lounge, four bedrooms, three bathrooms, and large terraces.

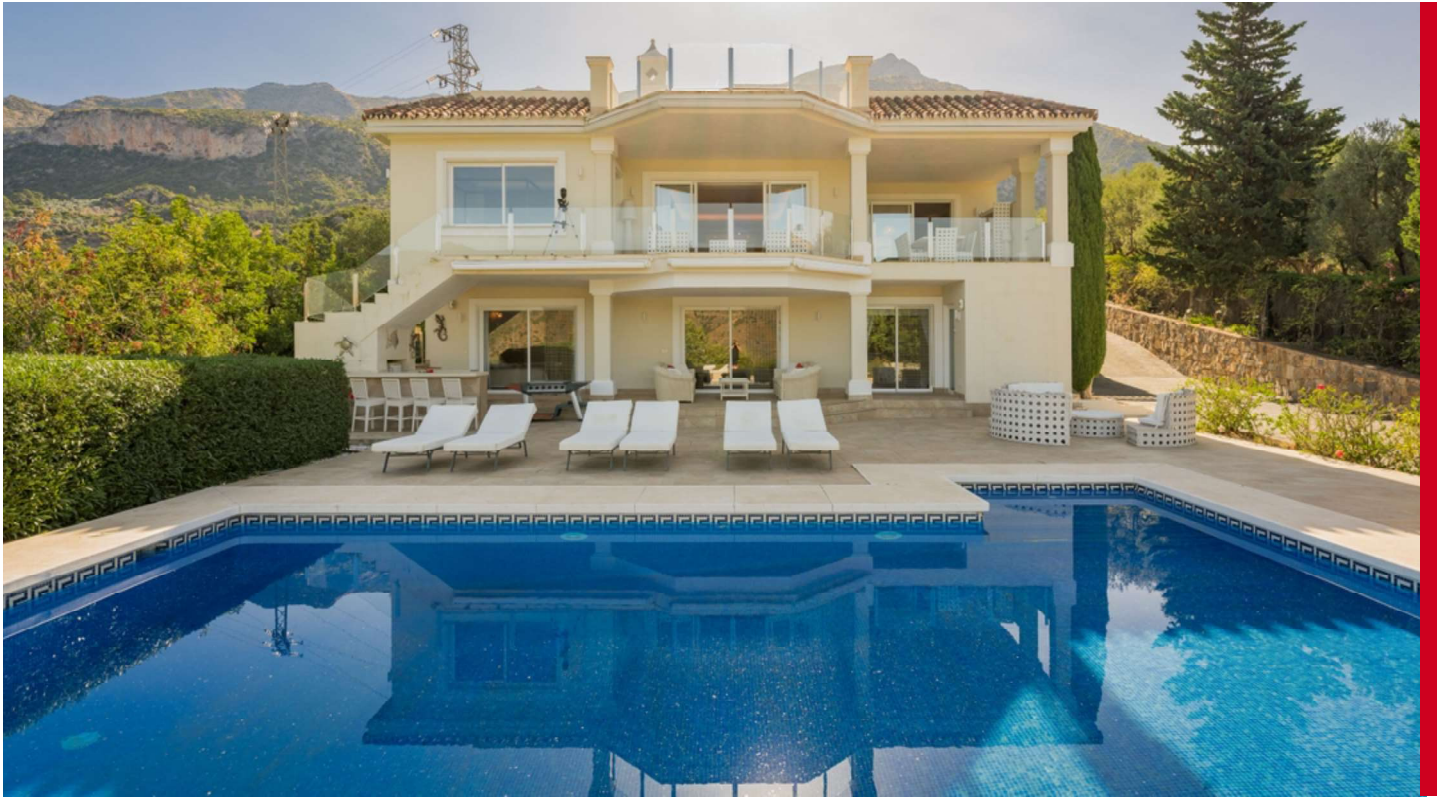
Fully accessible, with an elevator and ramped entrance, this 624 sqm villa on a 2,375 sqm plot is a true masterpiece of modern luxury on the Costa del Sol.

SCHEDULE A TOUR



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FEATURED LISTING



Villa Findlay Istán

1.649.000 €

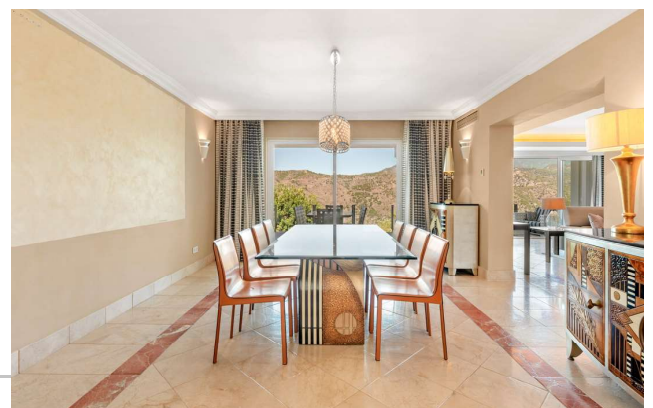
442 sqm built | 10.337 sqm plot | Pool & Bbq | Games room | 5 bed | 5 bath | 1 toilet | 2 Garages

The basement features two bedrooms that open to the porch and pool, both with en-suite bathrooms. Additionally, this floor includes a fully-equipped game room. On the first floor, the entrance from the covered garage (with capacity for 2 cars) and additional uncovered parking spaces leads to a grand hall that opens to a spacious living room with a fireplace, connected to the dining room, kitchen, patio, and a guest toilet. This floor also has two bedrooms and two bathrooms, perfect for the convenience of elderly or mobility-impaired individuals.

The third floor is a private sanctuary that houses the enormous master bedroom, with a spectacular bathroom featuring a whirlpool tub, a walk-in closet, and an expansive terrace with views of the Istán reservoirs, mountains, and the sea.

SCHEDULE A TOUR

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FEATURED LISTING



Apartment in Playa Romana Elviria, Marbella

440.000 €

35 sqm built | 52 sqm terrace | Community Pool

1 bed | 1 bath

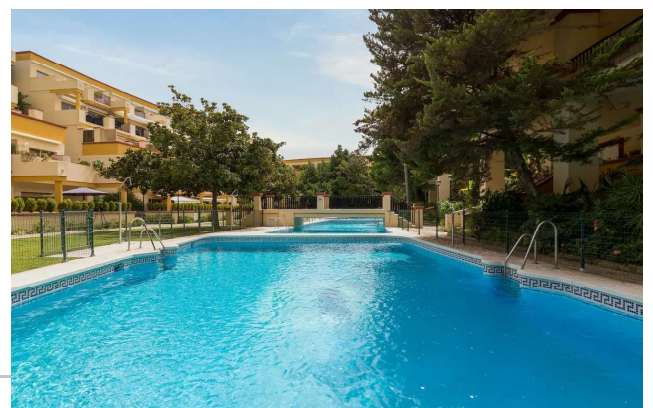
This beachfront studio in Marbella offers stunning sea views and year-round investment potential with a tourist license. Its bright, south-facing interior includes a renovated bathroom, a fully equipped kitchen, and a spacious 52 m² terrace for outdoor enjoyment.

Located in a secure complex with two pools, gardens, a children's play area, and an outdoor gym, it provides direct beach access and community parking. Just steps from Nikki Beach and near Elviria Shopping Center, it's 10 minutes from Marbella and 30 minutes from Málaga Airport.

Combining tranquility, convenience, and accessibility, this property is ideal for both personal use and investment.

SCHEDULE A TOUR

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YOUR LOCAL CULTURAL AGENDA

MALAGA



Theatre Festival | Cervantes Theatre | Jan 8th to Feb 12th

The second act of the 41st edition of the festival brings renowned actors to the capital of Málaga. In addition to those already mentioned, the lineup includes Josep Maria Pou, Victoria Luengo, and Pablo Rivero, among others.

The Málaga Theatre Festival offers a total of 59 performances and 37 different productions in this edition.

<https://malagadecultura.com/2024/11/12/programacion-del-festival-de-teatro-de-malaga-2025/>



Musical | Grease | Soho Theatre | Until Feb 16th

Danny Zuko and Sandy Olsson are two young people who fall in love during their summer vacation. At the end of the summer, they are forced to part ways. Back at Rydell High School, Danny reunites with his gang, the T-Birds, known for their leather jackets and slicked-back hair. Unexpectedly, Sandy's parents decide to move, and she ends up enrolling at the same school.

<https://teatrodelsoho.com/evento/grease-el-musical/>



Concert | Candlelight | Thyssen Museum | March

BRIDGERTON, Candlelight brings the magic of a live musical experience to incredible venues in Málaga. Get your tickets for Candlelight: The Best of Bridgerton! Duration: 60 minutes (doors open 45 minutes prior, late entry is not permitted) Age: 8 and above. Minors under 16 must be accompanied by an adult. The venue is wheelchair accessible.

<https://feverup.com/es/malaga/candlelight>



Concert | Chucho Valdés | Soho Theatre | Mar 28th

Dionisio Jesús Valdés Rodríguez, better known as Chucho Valdés, is a Cuban Afro-Cuban jazz pianist and the founder of the group Irakere. His father was also an Afro-Cuban jazz pianist, Bebo Valdés. Remarkably, both were born on October 9th in the same city, Quivicán.

<https://www.wegow.com/es/conciertos/concierto-de-chucho-valdes-royal-quartet-en-malaga>



YOUR LOCAL CULTURAL AGENDA

MARBELLA



Course | Art of Comedy | La Clave Marbella | Feb 1st & 2nd

Over this two-day course, you will learn how to come up with comedy material, how to structure and edit your writing and how to connect with and perform to an audience. At the end of the course you'll have the option to perform in a showcase in front of a live audience with your new stand-up set.



<https://www.eventbrite.co.uk/e/art-of-comedy-stand-up-beginners-course-ticket-s-929092971087>

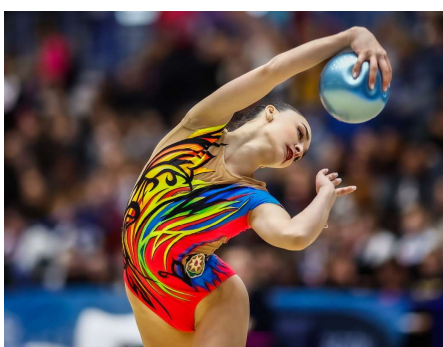


E-Forum | Kimpton Monteros Marbella | Feb 26th & 27th

Join the Forum for Digital Marketing and eCommerce Leaders, where expertise, innovation, and networking come together in a unique space over two days. This newly renovated luxury resort in the heart of Marbella, Andalusia, combines exclusive services and authentic experiences in every detail, designed to create unforgettable memories.



<https://www.programaticaly.com/calendario-de-eventos-del-sector/e-forum-marbella>

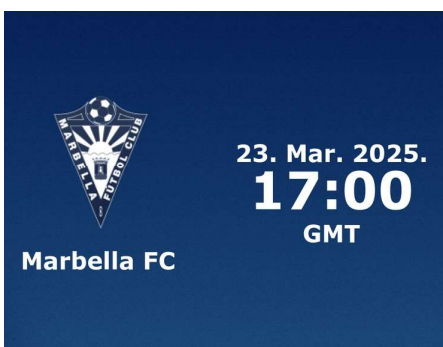


Gymnastics | Palacio Deportes San Pedro | Mar 21th to 23th

The Grand Prix is a prestigious international rhythmic gymnastics circuit consisting of various stages. One of these stages is held in the city of Marbella, which once again becomes Spain's host, alongside stages held in well-known international capitals.



<https://www.andaluciagym.com/grandprixmarbella2025/>



Football | Marbella-Alcoyano | Marbella Stadium | Mar 23th

The 2022/2023 season ended with Marbella FC's promotion to Segunda RFEF after being crowned champions. Currently, the team competes in Primera RFEF after securing promotion in the 2023/2024 season under the management of Fran Beltrán.



https://www.eurosport.es/futbol/primera-federacion/2024-2025/marbella-fc-cd-alcoyano_mtc1546939/live.shtml



Changes in Tourist Accommodations in Andalucía

The Changes in Regulation and the Impact of Tourist Accommodations in Spain: The Case of Andalucía

In recent years, Spain has undergone a significant transformation in the regulation and management of tourist accommodations, a trend that has been particularly evident in Andalucía. This phenomenon, driven by the rise of vacation rental platforms such as Airbnb and Booking, has sparked intense debate about its economic, social, and urbanistic impact. In this context, Andalucía, as one of the most touristic autonomous communities in Spain, has been at the forefront of regulatory initiatives and associated controversies.

The Rise of Tourist Accommodations and Their Implications

The exponential growth of tourist accommodations in Andalusia has been accompanied by increasing concerns from both citizens and government authorities. In cities like Seville, Málaga, and Granada, historic neighborhoods have witnessed a radical transformation in their social fabric. Homes that were once intended for local residents have been converted into temporary lodgings for tourists. This phenomenon has driven up rental prices, led to the gentrification of certain areas, and displaced long-time residents, creating tensions between tourism and local life.



Regulatory Framework and Legislative Responses

In response to these dynamics, Andalusia has taken the lead in creating a specific regulatory framework for tourist accommodations. In 2016, Decree 28/2016 was enacted, establishing requirements for the operation of these properties, including the mandatory registration of accommodations in the Andalusian Tourism Registry. This decree also regulates essential aspects such as safety, service quality, and user rights.

However, regulatory adaptation has not stopped there. In recent years, additional measures have been implemented to address the negative externalities of vacation rentals. These include restrictions on the number of licenses in saturated areas and the option for municipalities to set specific limitations. For instance, in 2023, Seville approved an ordinance limiting the use of tourist accommodations in areas designated as heritage sites or with high tourism density, aiming to preserve a balance between tourism and neighborhood life.

Economic and Social Impact

There is no doubt that tourist accommodations have had a positive economic impact, boosting sectors such as commerce, hospitality, and local services. Moreover, they have democratized access to tourism by offering more affordable and diverse lodging alternatives. However, they have also created social inequalities by widening the gap between local residents and property owners seeking to maximize their income through vacation rentals.

Additionally, neighborhood conflicts have been a direct consequence of the rise in these accommodations, with complaints about noise, overcrowded services, and the loss of neighborhood identity. These issues have led some community groups to demand stricter regulations that would balance economic benefits with the protection of the right to dignified housing and residents' quality of life.

The Future of Tourist Accommodations in Andalusia

The debate over tourist accommodations in Andalusia is far from over. As tourism remains a cornerstone of the regional economy, local and regional authorities face the challenge of finding sustainable solutions. Among the proposals gaining traction are the introduction of additional taxes on tourist accommodations, which could be allocated to fund social housing, and the strengthening of control mechanisms to ensure compliance with regulations.

Ultimately, the case of Andalusia illustrates how the regulation of tourist accommodations has become a battleground between economic and social interests. As lawyers and jurists, it is essential to maintain a balanced approach that promotes legal certainty and protects the rights of all parties involved. Only then can it be ensured that tourism, an undeniable driving force of Andalusia's economy, serves as an agent of sustainable and equitable development.

Nuria Chaves | Lawyer

NCH Law Firm | <http://www.nchlawfirm.com/>

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FEATURED LISTING



Apartment in Ocean Pines Puerto del Almendro, Benahavis

440.000 €

122 sqm built | 27 sqm terrace | Community Pool

3 bed | 2 bath

Discover this sophisticated 3-bedroom apartment offering tranquility, spaciousness, and spectacular southwest-facing views of the mountains and Mediterranean Sea from its large private terrace. The property includes a fully equipped kitchen, centralized air conditioning, underfloor heating, a parking space, and storage, with an option for an additional parking spot.

Set in a peaceful community with green areas, it features excellent amenities such as outdoor and indoor heated pools, a sauna, and rest areas in a nature-filled environment. Ideally located just 5 minutes from San Pedro Alcántara and 10 minutes from Puerto Banús, it's close to Monte Halcones shopping center, offering convenient access to supermarkets, restaurants, and leisure options.

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