

NEWSLETTER

How is the Real Estate Market?

ALFONSO LACRUZ'S NEWSLETTER, YOUR LOCAL EXPERT IN BENAHAIVIS AND MARBELLA

MARBELLA & BENAHAIVIS REAL ESTATE IN 2025: STRONG FOUNDATIONS

With 25 years in the luxury real estate market of Marbella and Benahavis, I constantly analyze our dynamic landscape based on the numbers of real estate. Latest data through early 2025 confirms the market's resilience, showing Marbella's strong demand and Benahavis undergoing a healthy adjustment after peak growth. This continuous evolution highlights our region's enduring appeal and robust fundamentals. In delving into the specifics, several relevant points emerge that paint a clearer picture of our current market.

1. Marbella's Enduring Strength: Marbella consistently performs above its long-term average. Despite some sales volume shifts in Q2 2024, Marbella has shown remarkable resilience. Q1 2025 started very strong, surpassing Q1 2024. This consistent performance, often exceeding pre-pandemic averages, indicates a stable and attractive market, a primary destination for buyers seeking high-quality lifestyles and solid investments.

2. Benahavis, Adjustment and Future Growth: After significant surges in 2021-2022, Benahavis is in an adjustment period. While 2023 and early 2024 saw reduced sales from peak highs, this is a healthy correction, not a downturn. 2024's total sales were above the 20-year average, reflecting underlying strength. Benahavis offers exclusivity and larger plots, with this recalibration creating new opportunities. Q1 2025 shows renewed buyer interest, particularly for high-quality new builds.

3. Navigating Market Nuances: Our market is balanced between supply and demand, with strong international buyer interest. While some segments saw reduced activity due to less inventory or higher pricing, the market as a whole progresses. Increased new-build availability offers more buyer options. Price stability, with increases in Marbella, reflects market health. Potential interest rate reductions could further stimulate demand, emphasizing the need for data-driven insights.

"Marbella and Benahavis real estate markets continue to demonstrate dynamism and resilience."

In summary, Marbella and Benahavis continue to demonstrate dynamism and resilience. While Benahavis adjusts post-peak, Marbella sustains its upward trajectory with strong demand and stable prices. The positive start to 2025, especially in Marbella, underscores our region's enduring appeal for luxury real estate. As an experienced agent and despite a personal feeling, as we do not have any data yet, that the market is cooling down in this second quarter of 2025, I remain confident in this vibrant market's long-term strength, driven by its unique lifestyle and sustained international buyer confidence.

CHART 1 - HOMES SOLD - MARBELLA

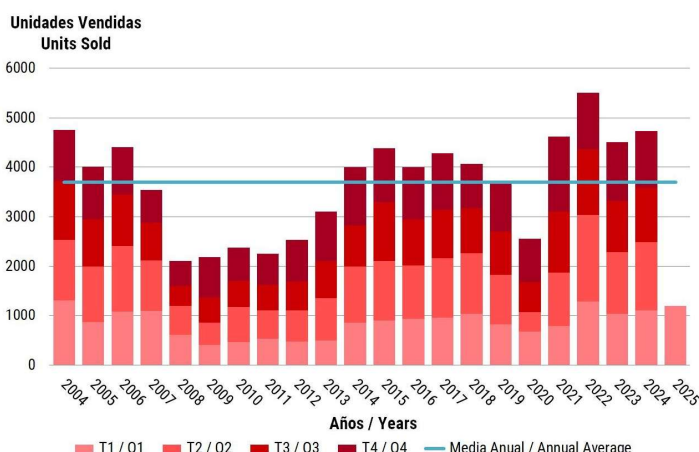
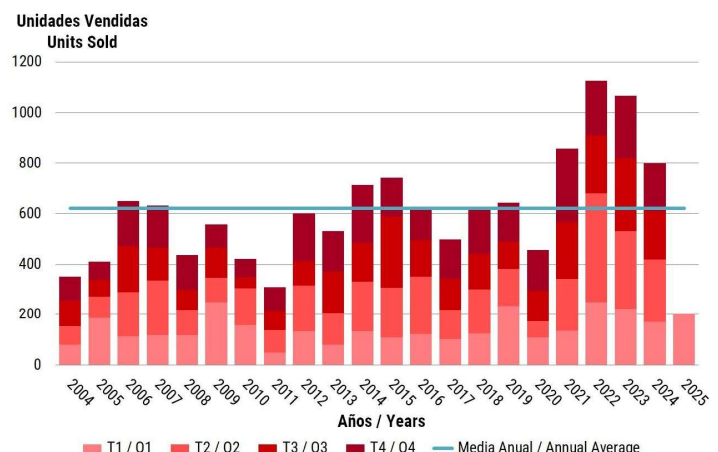


CHART 2 - HOMES SOLD - BENAHAIVIS



THE IMPORTANCE OF PROFESSIONAL PHOTOGRAPHY IN PROPERTY SALES

In today's real estate market, where first impressions are everything, images play a decisive role in capturing a buyer's attention. Properties presented with professional photography receive up to 61% more views and, on average, sell 32% faster. In such a visually driven industry, a high-quality image doesn't just show, it persuades.

At Charly Simon Photo, we don't just take pictures, we tell visual stories. We capture the essence of each property with both artistic vision and technical precision to highlight its true appeal. We work with light, angles, and composition to present each space as bright, spacious, and full of character. Whether it's a luxury villa or a modern apartment, our goal is to enhance its strengths and minimize any distractions.

We also use drone photography to provide a complete view of the property and its surroundings, a key asset for homes in prime locations, helping buyers fully understand the scale, setting, and lifestyle on offer.

We guide our clients through the entire process, from planning to delivery, tailoring each shoot to the property's

unique features. In post-production, we carefully refine lighting, color, and details, always preserving the property's authentic feel. Investing in professional photography isn't an expense, it's a smart strategy to accelerate the sale and position your property above the rest.

At Charly Simon Photo, we make your property speak for itself and convince.

Charly Simon

<https://charlysimonphoto>

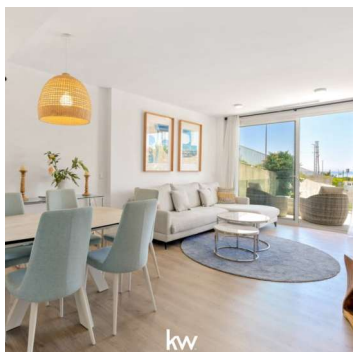


EXCLUSIVE PROPERTIES



Villa M10

Montemayor, Benahavis
625 sqm + 2.400 sqm plot
5 bed | 6 bath
Asking Price 1.750.000€



Sea views apartment

Serenity Collection, Estepona
113 sqm + 35 sqm terrace
3 bed | 2 bath
395.000€



Villa Gongora

Mijas Golf
380 sqm + 1030 sqm plot
4 bed | 4 bath
1.180.000 €

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

Alfonso Lacruz
KW Luxury Associated Agent
(+34) 678 952 109
alfonso.lacruza@kwspain.es
ALFONSOLACRUZ.COM



Subscribe for free to the Newsletter through the email address:
assistant@alacruzgroup.com or by text message with your name to (+34) 678 952 109