



Portfolio New Development
Engel & Völkers Madrid



ENGEL & VÖLKERS

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Portfolio New Development
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Index

1

Engel & Völkers

International presence & National

2

Marketing

3

Services

4

Residential Projects

5

Contact

International presence & National

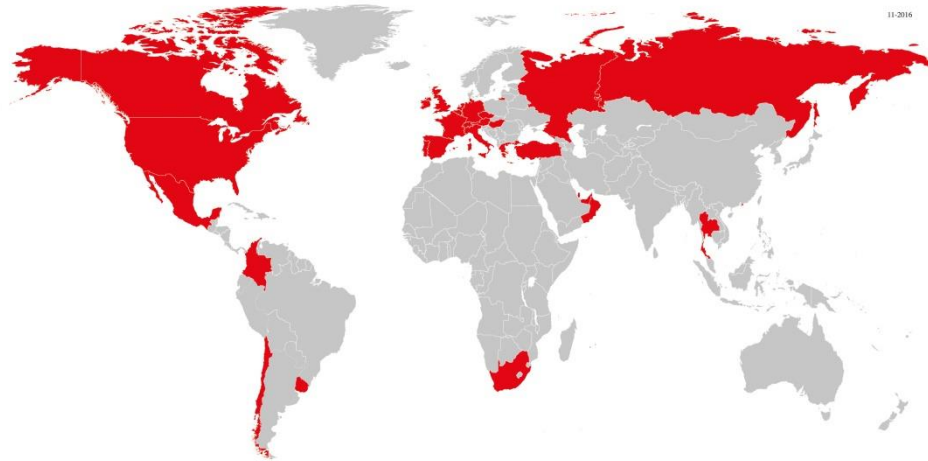
1977 Founded in
Hamburg

87 Commercial
Offices

32 Countries



04 Continents



05 Yatching shops

624 Residential
Shops

6 Mrd
Euro Transaction volume

8,600 Employess

Our Structure

Madrid Structure



Genova 27 5º

3



**Residential
Agents**

>325

**Project
Manager
New
Development**

4

**Agents
Exclusive
Villas**

5

**Pozuelo
Aravaca
Las Rozas
Majadahonda
Arturo
Soria**

5

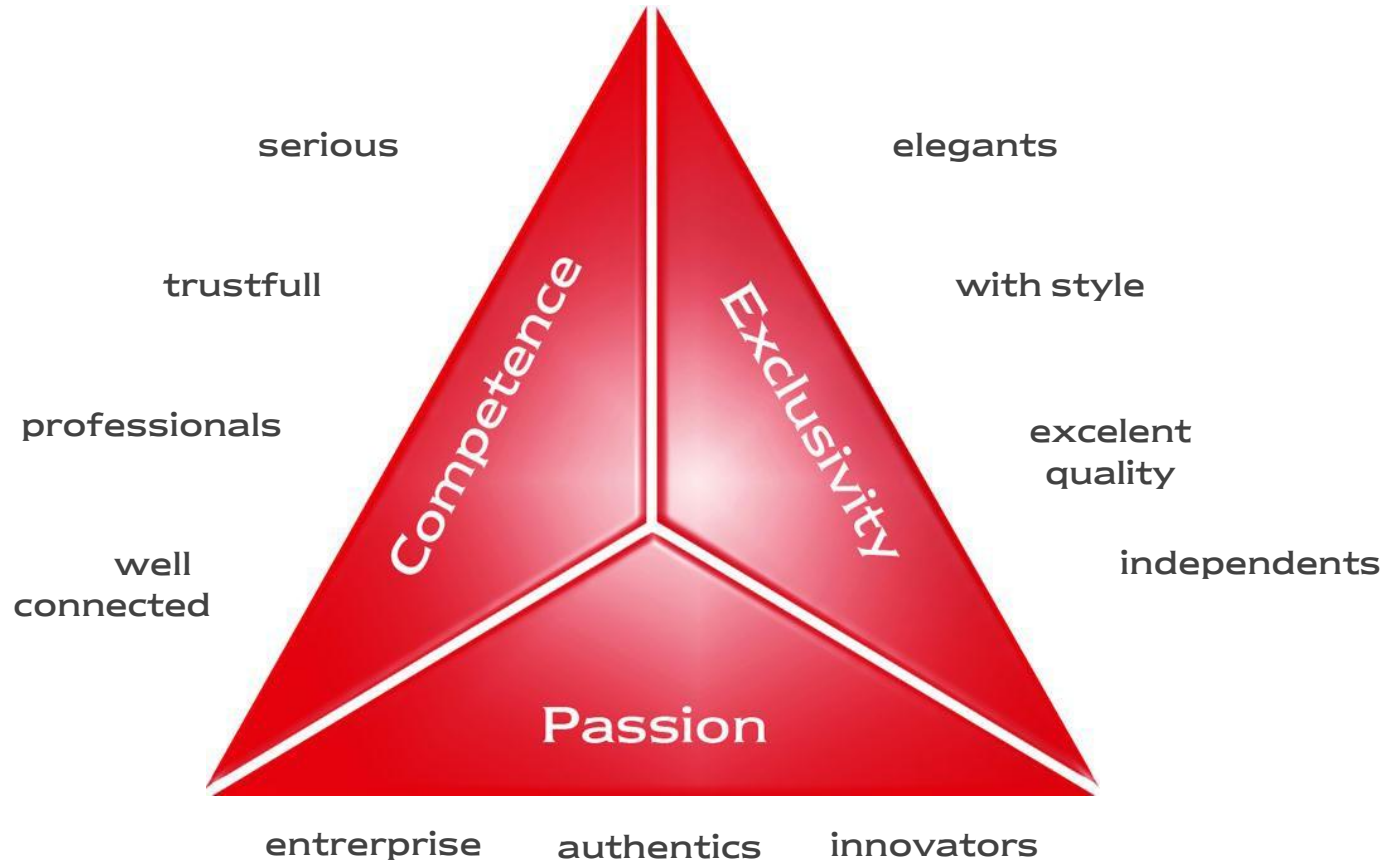


Our Vision

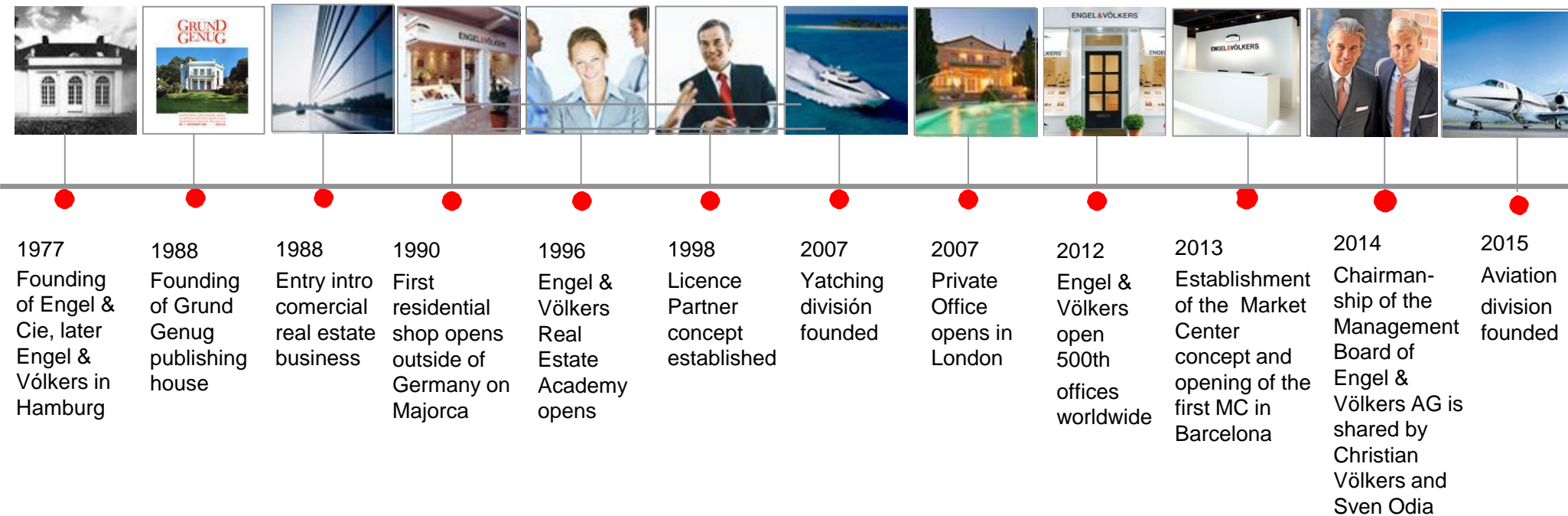
We bring together the aspirations of discerning individuals around the world - be it in a private or a business context - with total passion.



Our core values



Our main events



Our structure



Our Structure

Yachting

- We began operating in the Premium yachting segment in 2007.
- Utilising the strength of the Engel & Völkers brand and network, we offer our international clients a personally tailored service.
- Our service offer includes independent brokerage and charter services, as well as management of new constructions and refits.
- As we are not affiliated with any manufacturer or shipyard, Engel & Völkers Yachting prides itself on providing truly independent, unbiased consultation and support to its clients.

Aviation

- Engel & Völkers Aviation was launched 2015.
- The business division is specialised in aircraft sales and personally tailored charter flights around the world.
- The portfolio ranges from small propeller aircraft through to large super jets.
- In addition to aircraft charter for individual trips and aircraft trading, Engel & Völkers Aviation also brokers business and private aircraft for long-term charter and through fractional ownership schemes. Moreover, the business division provides comprehensive consulting on legal and taxation issues, aircraft management, structure finance, risk management and insurance.



Our Structure

Residential

- We are a market leader in the sale and rental of the world's most exclusive properties.
- Our distinctive property shops convey and elegance and attention to service that has made our Brand one of the strongest real estate brands in the world.
- Working with premium developers, we market exclusive resorts and second home developments situated in the most stunning locations.
- Through our unique licensing system, our Residential division has grown rapidly with more than 600 property shops now operational in 32 countries.

Commercial

- In 1988, we successfully entered the commercial real estate business by focusing on clearly defined market segments:
 - Residential investment
 - Office services
 - Retail services
 - Hotel services
 - Engel & Völkers Consulting Investment GmbH
- With more than 80 offices, Engel & Völkers Commercial has affirmed its position as a leading international real estate brand.



Team



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Team



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Index

1

Engel & Völkers

International presence & National

2

Marketing

3

Services

4

Residential Projects

5

Contact



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Premium Marketing



Offline

- Local & National Press
- GG Magazine
- Exposé Premium
- Mupis Terminal 1 & 3 Barajas Airport
- Poster and Canvas

01



Online

- [Internacional y Local homepage](#)
- Newsletter mensual
- Video 3D
- Social Media (Facebook, Twitter e Instagram)

02



Silent Marketing

- Renders e Infografías
- Dissemination of floor plans and elevations

03



Events

- [Sima 2017](#)
- Branding (Omega, Porsche, Cartier, Bentley)
- [Polo Cup Mallorca](#)

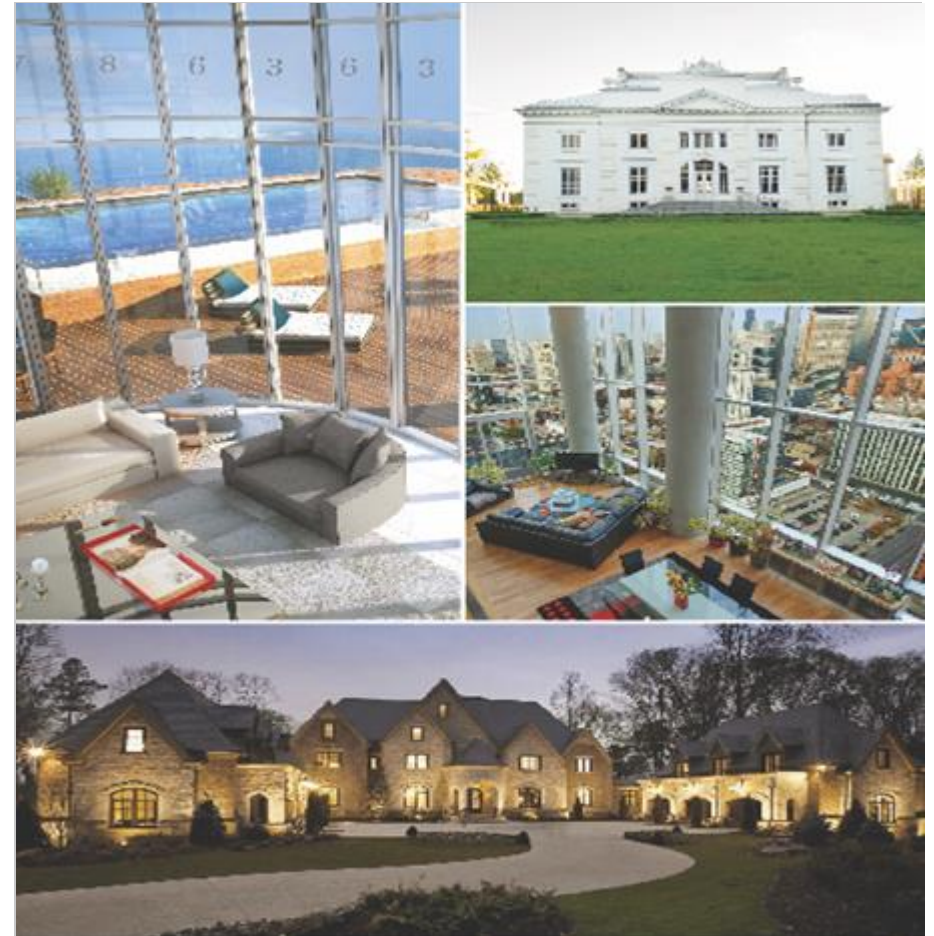
04



Private Office

Private office

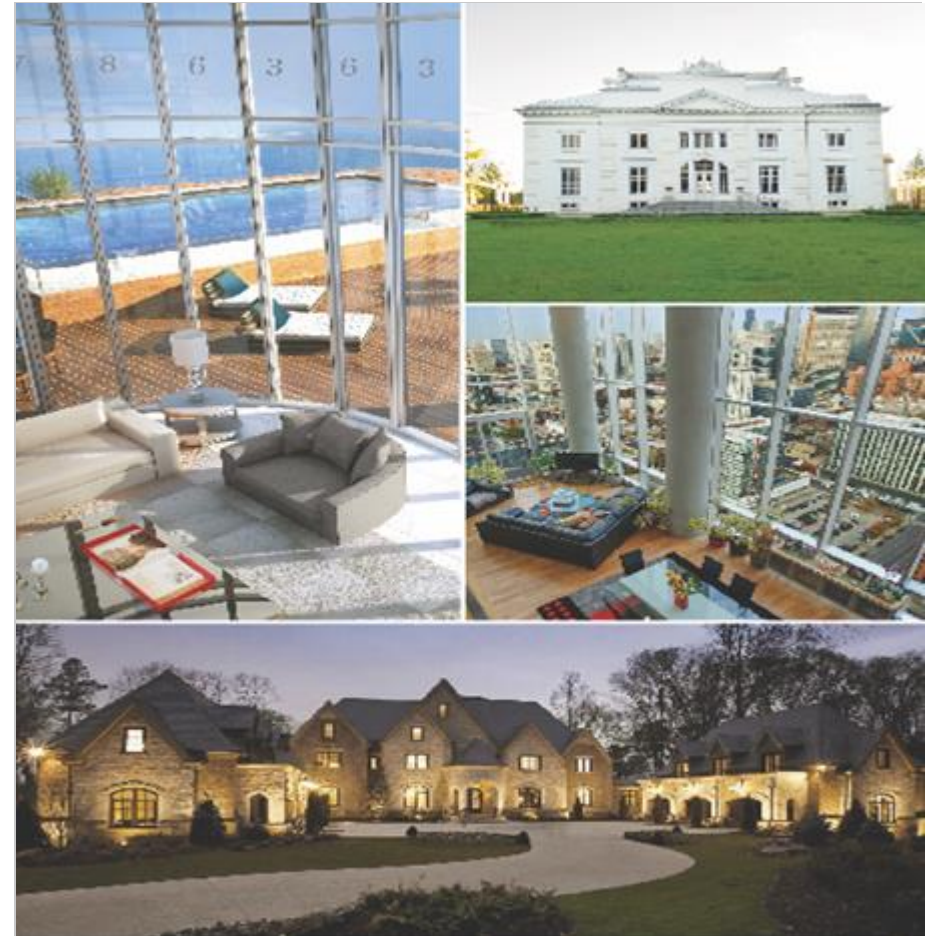
- From its headquarters in Hamburg, the Private Office provides personal support to extremely affluent clients interested in buying or selling at the very highest end of the global luxury property market.
- Whether it is the acquisition or brokerage of a prestigious property, a motor boat or sailing yacht in the premium segment, or a private jet: bringing absolute satisfaction to our sophisticated clients is about far more than simply brokering a sale or finding a buyer. In addition to having the right network with key contacts to wealthy and influential individuals from the worlds of business, politics and culture, this remit also requires professional and highly discrete dealings with potential interested buyers to meet their respective wishes.



Private Office

Private office

- Our activities focus on ensuring highly personal communication throughout the entire brokerage process, and providing long-term individual support to our clients. This forms the firm foundation for sustained relations based around trust, for maximum brokerage success – and, consequently, our hope is that you place your trust in the exclusive services offered by the Engel & Völkers Private Office.
- The professional production of marketing material, presenting properties in a wide selection of print and multimedia formats is a core part of the Private Office service spectrum. The choice of material to be produced for each property is derived from the owners requirements and the agreed marketing strategy.



Team Private office



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Index

1

Engel & Völkers

International presence & National

2

Marketing

3

Services

4

Residential Projects

5

Contact



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Process and Ideas



Analysis

- Plot Search & potential
- Assets
- Financial Solutions
- Viability Studies
- Real Estate Profitability Study
- Market Analysis
- Target Group

01



Planning

- Marketing Strategies
- Sales Strategies
- Cost Planning and Control
- Quality Planning and Control
- Planning & cost control and timing

02



Development

- Activity Reports and follow ups
- Principles KPIs Analysis
- Marketing Campaigns Administration
- Sales Patterns

03



Sale

- Comercialización y Venta
- Visits– Negotiation – Offers – Contracts – Closings
- Rental Management
- Post Sale Service

04



Desing Project development

Desing Project development

- Plan Optimization
- Advice on residential diversification
- Market Price Evaluation
- Marketing & Sales



Valued Added services for Project development

Valued Added services for Project development

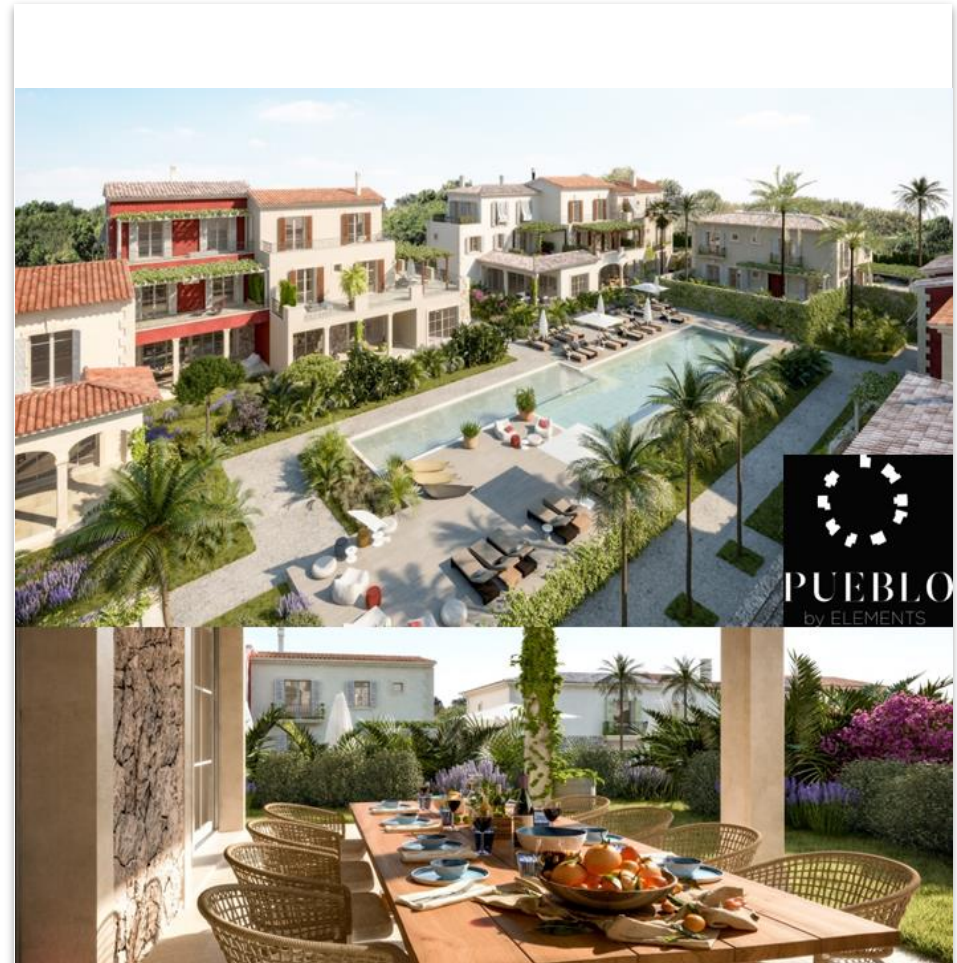
- Analysis & Marketing plan development
- Regular follow up reports
- Negociation & Contrats
- Sales
- Post Sale Service



Personalice Project

Personalice Project

- Support & Advice of an individual concept for the Project
- Creation of an specific Project Brand
- Development of an specific line depending on the Target Group



Index

1

Engel & Völkers

International presence & National

2

Marketing

3

Services

4

Residential Projects

5

Contact



Portfolio New Development
Engel & Völkers Madrid

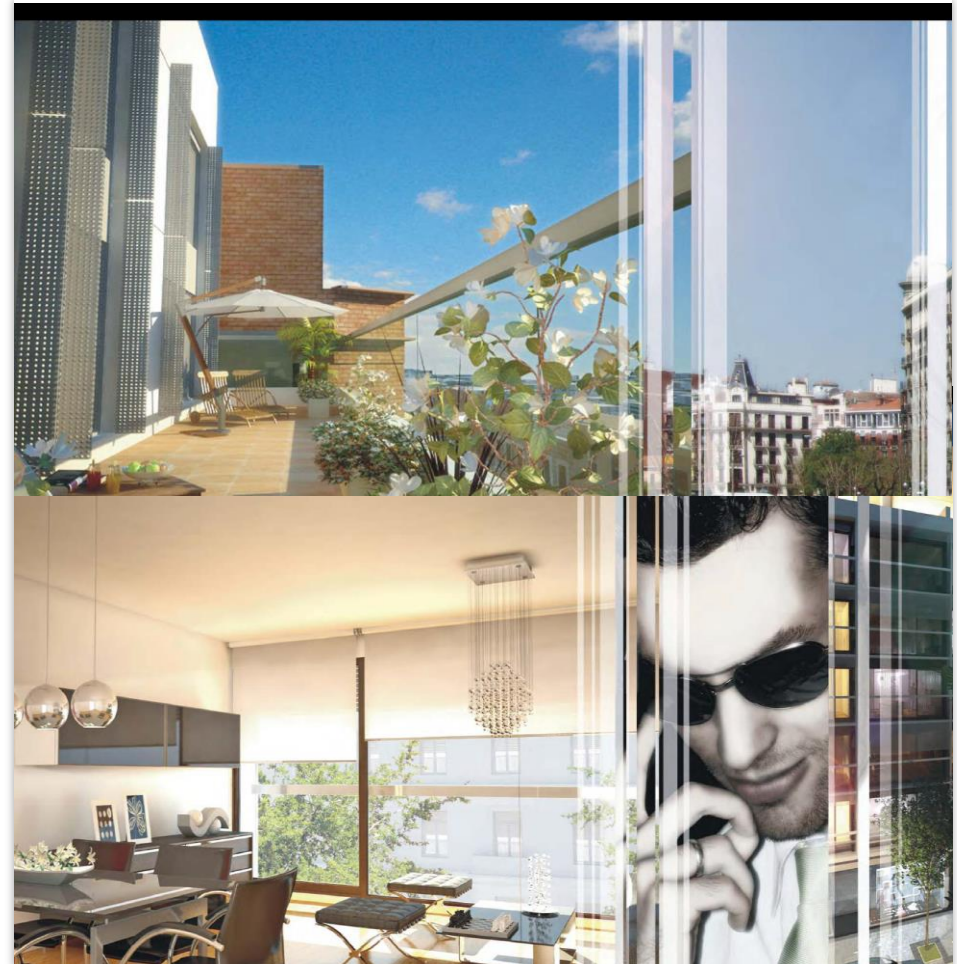


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Portfolio - Sold Projects

Hermosilla 99| Bº de Salamanca Madrid

- Nº apartments: 29
- Apartment sizes: approx. 105- 186 m²
- Architects: Dcorta
- Promoter: Mayer - CB
- Start: 2103
- Ending: 2015
- Prices: 180.000 – 400.000 €
- Sold: 2014



Portfolio - Sold Projects

Hermosilla 106 | Bº de Salamanca Madrid

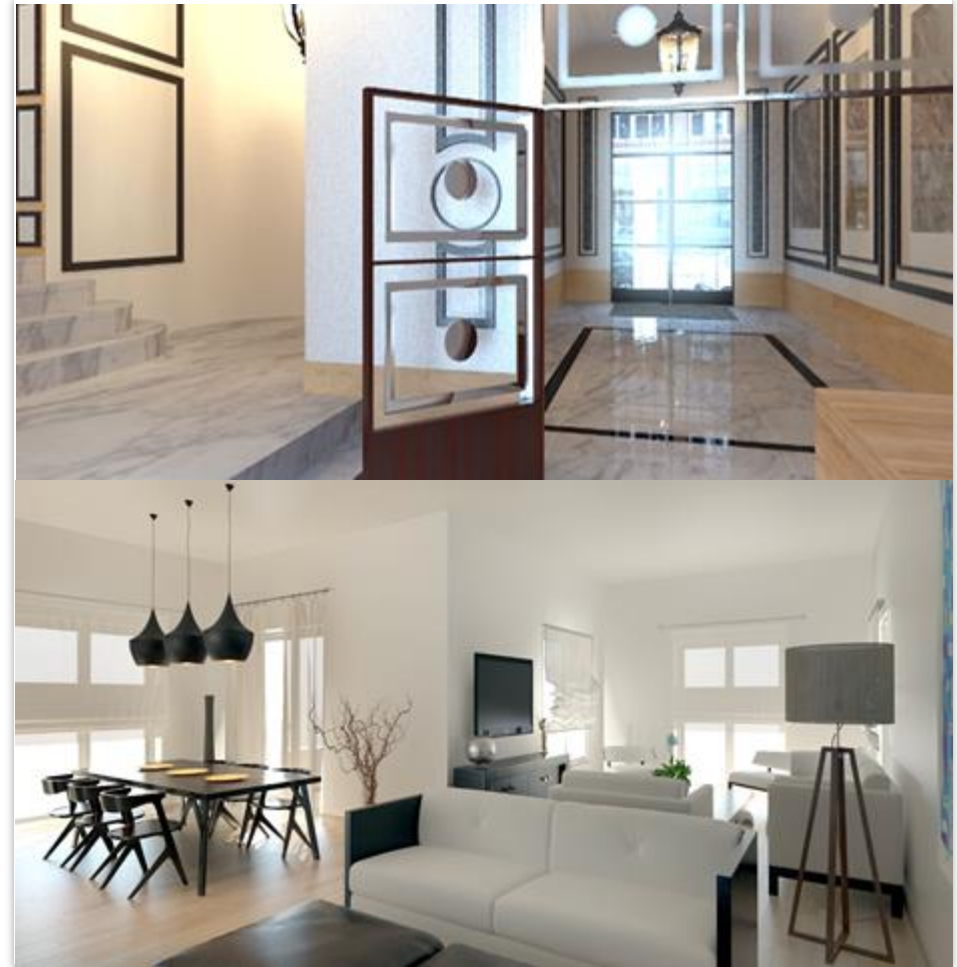
- Nº apartments: 14
- Apartment sizes: approx. 44 -120 m²
- Architects: Dcorta
- Promoter: Mayer - CB
- Start: 2105
- Ending: 2017
- Prices: 215.000 – 570.000 €
- Sold: 2015



Portfolio - Sold Projects

Velázquez 87 | Barrio de Salamanca Madrid

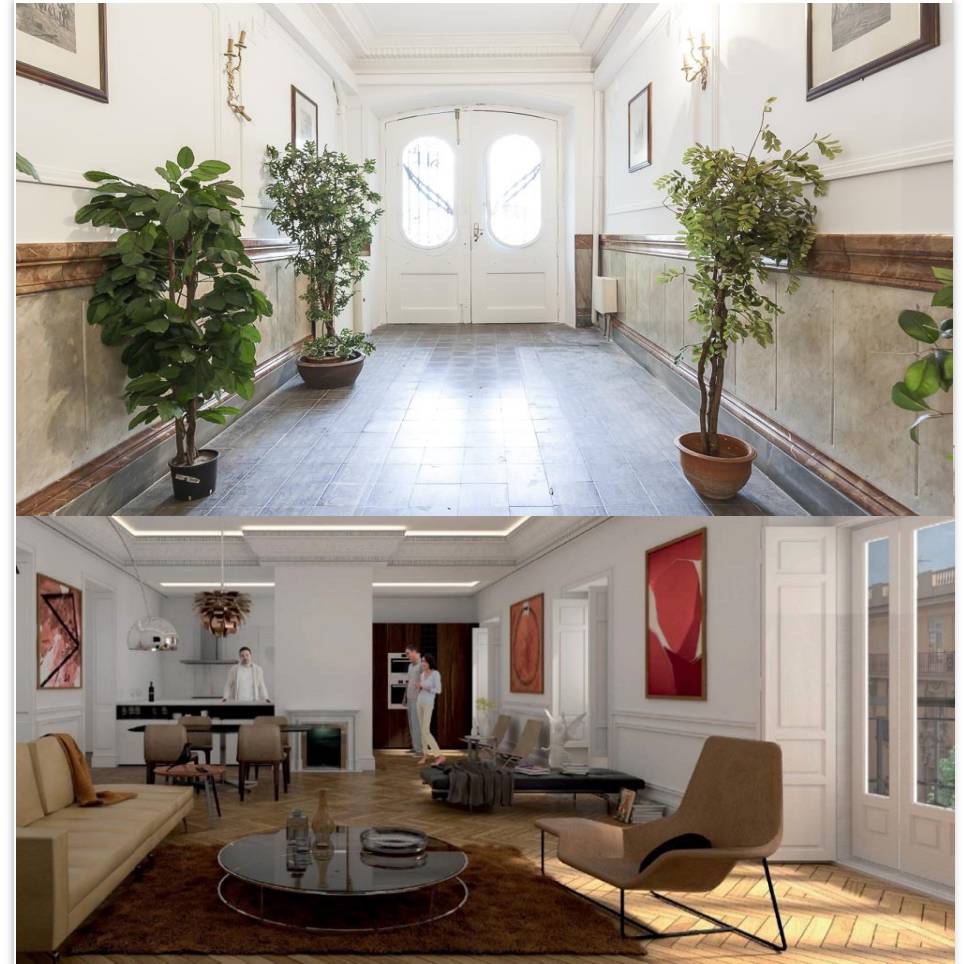
- Nº apartments: 22
- Apartment sizes: approx. 100 – 250 m²
- Architects: e+e arquitectura
- Promoter: Italinmuebles
- Start: 2104
- Ending: 2016
- Prices: 770.000 – 2.500.000 €
- Sold: 2015- 2016



Portfolio - Sold Projects

Lagasca 19 | Barrio de Salamanca Madrid

- N° apartments: 6
- Apartment sizes: approx. 175 – 270 m²
- Architects: Molior
- Promoter: Lemon Prime
- Start: 2104
- Ending: 2016
- Prices: 1.400.600 – 2.200.000 €
- Sold: 2015- 2016



Portfolio - Sold Projects

Longoria 10 | Barrio de Chamberí Madrid

- Nº apartments: 12
- Apartment sizes: approx. 76 – 113 m²
- Architects: LemonPrime
- Promoter: Mayer - CB
- Start: 2105
- Ending: 2016
- Prices: 430.000 – 760.000 €



Portfolio - Projects in progress

Residencial Monteboadilla | El Pastel • Boadilla del Monte

- Townhouses: 12 Semi detached houses
- Apartment sizes: approx. 283,50 – 289,80 m²
- Promoter: INICIA_INICIATIVAS
- Start: February de 2017
- Ending: February de 2018
- Prices: 585.000 € – 660.000 €



Portfolio - Projects in progress

Los Olivares de Villaviciosa| Campodón Villaviciosa de Odón

- Houses: 8
- Apartment sizes: approx. 390 m²
- Promoter: Grupo A7R
- Start: December 2016
- Ending: November 2017
- Prices: 499.396 €

LOS OLIVARES  **DE VILLAVICIOSA**
Una oportunidad única para vivir en un entorno privilegiado



Portfolio - Projects in progress

Recoletos 8 | Barrio de Salamanca | Madrid

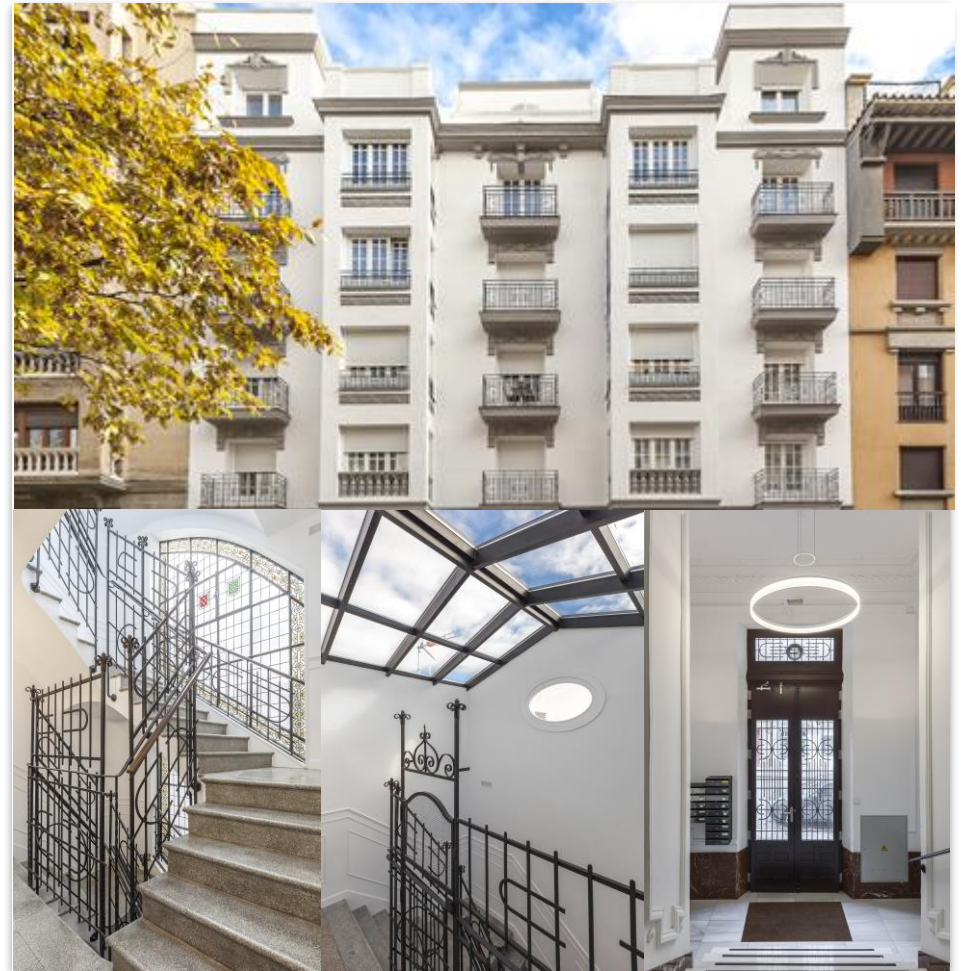
- Flats: 7
- Retail Spaces: 2
- Apartment sizes: approx. 196,03 – 655,39 m²
- Promoter: Inmobiliaria Prado Recoletos, S.L
- Start: April 2016
- Ending: December 2017
- Prices: 1.722.840 – 7.000.000 €



Portfolio - Projects in progress

Modesto Lafuente 50 | Ríos Rosas | Chamberí Madrid

- Flats: 12
- Apartment sizes: approx. 125,71 – 170,94 m²
- Promoter: MINA Inmobiliaria - AKM
- Start: April 2015
- Ending: September 2016
- Prices: 540.000 – 950.000 €



Portfolio - Projects in progress

Recaredo 7 El Viso | Salamanca | Madrid

- Flats: 7
- Retail Spaces: 2
- Apartment sizes: approx. 196,03 – 655,39 m²
- Promoter: Inmobiliaria Prado Recoletos, S.L.
- Start: April 2016
- Ending: December 2016
- Prices: 1.722.840 € -- 7.000.000€



Portfolio - Projects in progress

General Orúa 9 | Salamanca • Castellana • Madrid

- Flats: 12
- Apartment sizes: approx. 368,23 – 803,45 m²
- Promoter: PLATINUM
- Start: April 2015
- Ending: December 2017
- Prices: 3.586.179 € – 10.723.946 €



Portfolio - Projects in progress

General Aranaz 105 | Barrio de La Alameda • Madrid

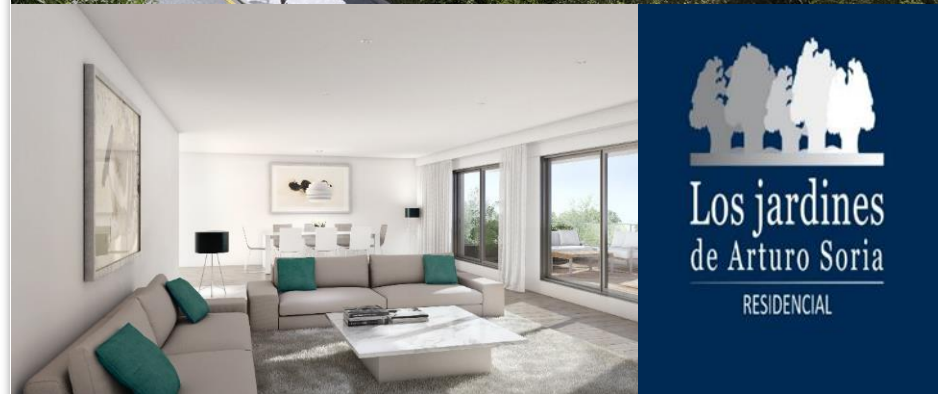
- Flats: 12
- Apartment sizes: approx. 65 – 92 m²
- Promoter: Javier Trujillo
- Start: April 2015
- Ending: December 2016
- Prices: 265.000€ – 415.000€



Portfolio - Projects in progress

Tritón, 6 | Arturo Soria. Madrid

- Flats: 6
- Apartment sizes: approx. 190 - 362 m²
- Promoter: Grupo Barba
- Start: 2016
- Ending: 2017
- Prices: 700.000 € – 990.000€



Index

1 Project

2 Market Analysis

3 Sales Strategy

4 Engel & Völkers

5 Contact

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