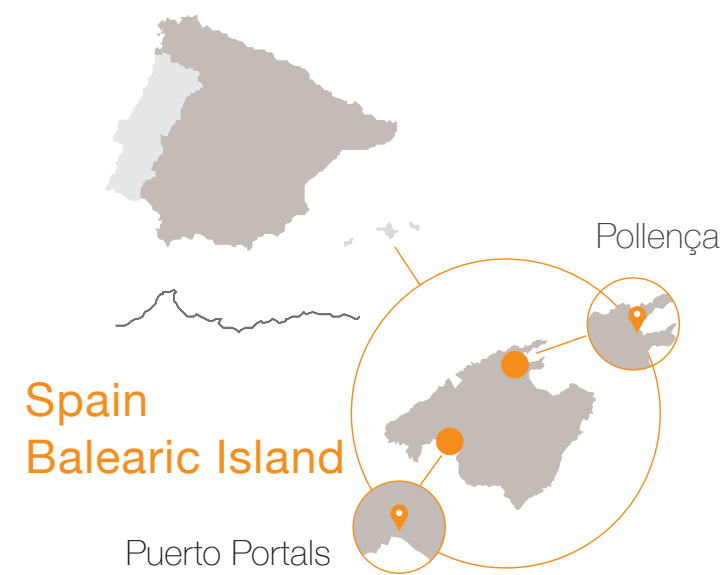


Balearic Properties



Balearic Properties is one of the leading networks with a
Passion for Real Estate



Balearic Properties is one of the leading networks with a

Passion for Real Estate

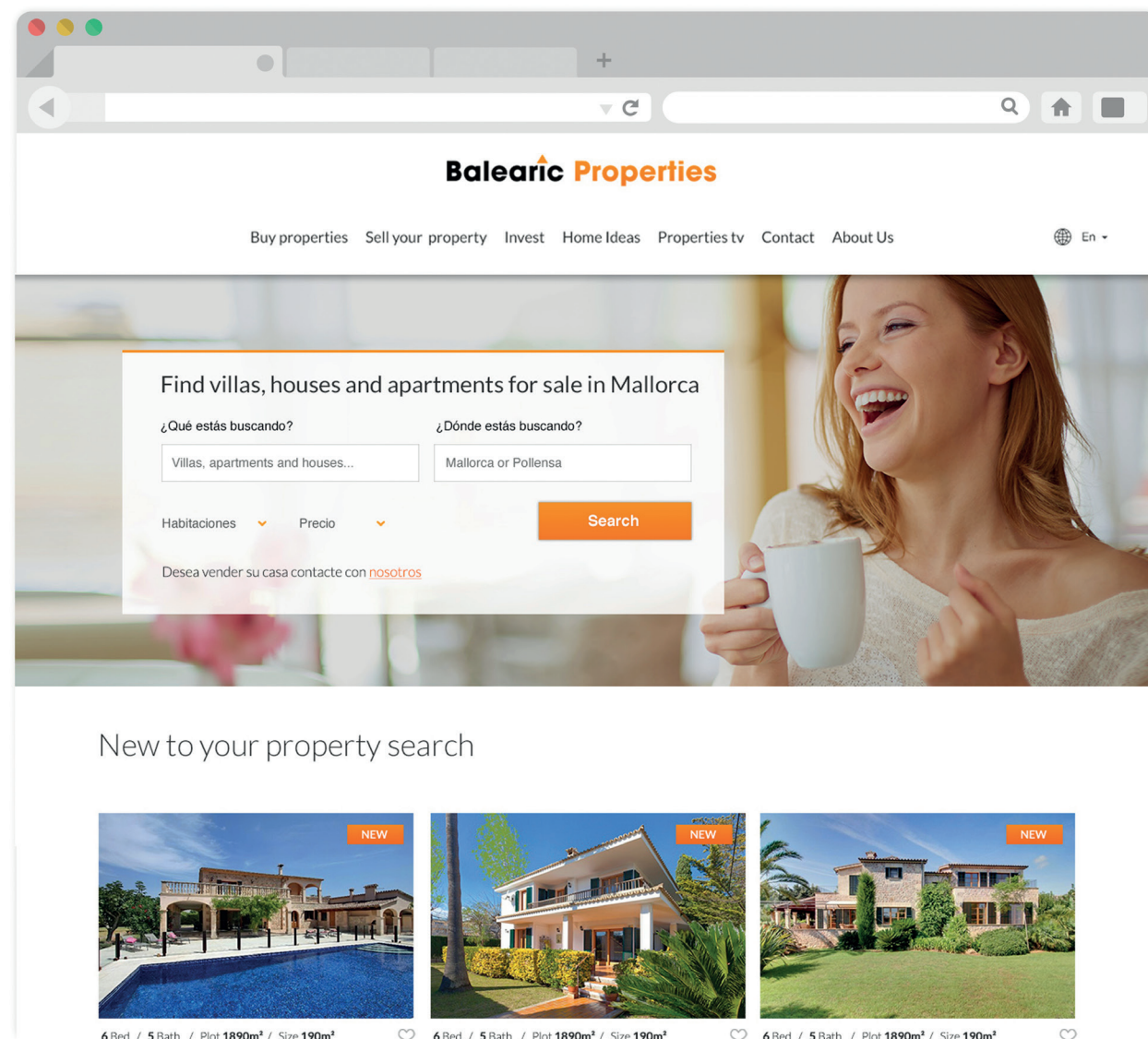


Outline your aims and objectives for the marketing of your company and the services you provide.

The globalisation has changed our lives and approach to business significantly. At Balearic Properties we have always believed that business does not come to you, you have to act upon your own initiative go out and talk to the world! We consider the internet presentation of our company to be one of the most important marketing tools in our global business life. We are constantly striving to improve our website; the presentation of the properties in 3 languages with authentic photos taken by our professional photographer is our door to the world. This presentation, the way Balearic Properties presents itself as a company and the island Mallorca to the world, is a major tool issuing an invitation to clients to contact us. These clients are possibly not yet even familiar with

Mallorca, they do not know us yet personally either, but our website invites them to contact our company with their needs, visions and requirements.

We are confident, that our global presentation attracts the affluent investors to trust our message that Mallorca is a rock-solid investment location, and also the clients with lower budgets who would simply like to perhaps fulfil a life-long dream without spending a million, because we present properties to match all budgets. The presentation on our web and our weekly newsletters obviously reflect the company belief to reach out to potential buyers from all walks of life and nationalities.



www.balearic-properties.com



Iris Gruenewald
Founder

“ We also sell lifestyle with the property! ”



Antonio Fuster
Founder

“ We treat our clients like royalty! ”



We provide the following services

Real Estate Sales:

The property sales and the holiday villa rentals divisions are the two main pillars of Balearic Properties' business activities. The experts from the sales sector offer owners free, professional property valuations, always seeking a realistic and market orientated pricing. Property owners appreciate the assessment of professionals who understand the current market situation and trends, whilst also being in touch with the mentality of international property hunters. On the other hand, our sales track record is very impressive, we cannot guarantee a 100% time-frame per sale but we most certainly fulfill our owners' expectations, in as much as we keep our promise to sell fast and as near to their asking price as realistically possible.

Legal advice during purchase process in coordination with local lawyers:

We have excellent relationships with various local lawyers, who in-turn are well connected with the local authorities and respective town halls. These lawyers keep us in touch with regards to new laws or decrees in the real estate or holiday rentals sectors. We are very pleased that our future buyers can enjoy the services of a lawyer, who speaks their language, be it English, German, French etc. Due to the increase in buyers from Scandinavian countries, lawyers from that European region have also settled on Mallorca.

Holiday rentals:

The holiday rentals experts advise villa owners with regards to equipment and general presentation of the property in order to guarantee a successful rental season. Weekly rental charges vary depending upon the time of the year, whereby the months during the high season obviously generate the most income for the owners.

Property management:

The company offers our discerning clients an in-home property management service. Our owners begin to receive this professional attention after they have purchased their villa or country home. Balearic Properties makes sure that the Mallorca property owner will have no more worries whilst they are absent from the island. The company property management

department supervises and takes care of everything, this means the owners can enjoy every visit to their property without stress.

The company firmly believes that quality homes and their owners require the best care and attention available, so consequently the property management team can be contacted 24 hours a day. Our clients hand over the keys to their Mallorca properties confident that they are completely secure. A Mallorca property for sale is a solid investment that must be cared for and looked after, in order to maintain its market value, we support our owners in all aspects.

Building / project management:

Balearic Property believes in innovative and future-orientated construction, long gone are the days when Mallorca was being over-run with unattractive, look-alike housing and / or high-rise blocks of cement. The company works closely with a group of creative, visionary architects and project managers, whose aim is also to ensure that construction blends in with the island's natural beauty. Their ideas complement the company's desire to preserve nature and promote eco-conscious and energy-efficient construction.

Construction of energy-efficient villas:

We are the exclusive agents of the development of the Passive Villas in the north of Mallorca. Our clients can choose from different designs, ranging from a more traditional stone-faced villa to a very contemporary looking, cube style villa. All villas are being generally built in a timeframe of about 6 months after the chosen project has been approved, with the highest quality and perfect insulations. The houses have the energy performance rating "A" meaning they offer the best possible insulation for both summer and winter. Most of the materials come from Germany and Switzerland.



Quality Service



Real Estate Sales



Legal advice



Holiday rentals



Property management



Building



Construction



Energy-efficient



Interior design

These villas built to the so-called Passive House Standards contain the answers to current energy and environmental issues: - The energy consumption for heating is close to zero - The contribution to carbon emissions is therefore very low - Home comfort, including indoor climate and low allergen content is high and will therefore have the potential to shape the concept of future houses built in Mallorca, focusing on increased comfort and environmental sustainability.

Interior design management:

To complement our building and project management we also offer a bespoke interior design service with established, well-known furniture companies and professional interior consultants, who at all times consider the individual clients' wishes, expectations and aesthetic preferences. We firmly believe that the best interior design goes far beyond simply selecting and installing the furniture.



2. Explain how you market a new listing

1. Our website presentation of each property includes property texts in 3 languages, and a minimum of 13 photos per property
2. The photos of all properties are taken by our professional photographer, including drone photos
3. Property cards are displayed in the office windows and interiors, these cards are rotated regularly (photos of office windows)
4. Property cards are on display outside on mobile, illuminated showcases daily from 9am up to approx. 0.00hrs (in the summer)
5. We rotate a selection of properties in our company catalogues, of which a minimum of 3-4 are produced per year separately for our Pollensa and Puerto Portals offices
6. A weekly newsletter is sent out to approx. 28.000 clients, we take great care to make sure that properties are also rotated here



A4 and A3 Posters for Outside Displays

Balearic Properties



Exclusive Listing

Location: Santa Magdalena

Mallorca stylishly elegant designer Eco House for sale - Majorca Houses

Stunning designer contemporary country home with pool set in quiet...

16,776 M2

409 M2

5

€2,800,000

Luxury 5 Bedroom, 5 Bathroom, Constructed 409 M2 Built, 16,776 M2 Plot and Swimming Pool...

More info www.balearic-properties.com

Ref: INC5616POL5

Mallorca South West Office

C. Benito Feijoo, 13

07181 Puerto Portals - Mallorca

T. (+34) 971 68 40 00

portals@balearic-properties.com

Mallorca South West Office

C. Benito Feijoo, 13

07181 Puerto Portals - Mallorca

T. (+34) 971 68 40 00

portals@balearic-properties.com

Follow us



STUNNING ULTRA-MODERN VILLA WITH SEA VIEWS IN BON AIRE, NEAR ALCUDIA

536M²

3

4

ID B0N40120

1,600,000€



SWOPTA4552

5

6

1.129m²

1.450m²

12.750.000€



Marketing dossier.indd 7

1/8/17 12:52



Some of our Marketing Tools

Corporate Stationary
Corporate Business Cards





Corporate Brochures

Magazine 05

Catalogue BP 2017



VILLA IN EXCLUSIVE LOCATION

Stunning villa in a privileged area offering spectacular views over **Pollensa**

This majestic stone-faced villa is situated in an elevated position in an exclusive residential area, near Pollensa town. The property enjoys spectacular, panoramic views over the countryside to the bay of Pollensa and has many spacious terraces accessed from each room. The villa offers 4 bedrooms and 3 bathrooms, wonderfully light and open-plan living / dining areas and a fully equipped kitchen with breakfast area. The interior of the villa conveys a contemporary feeling, whilst the exterior is in keeping with the charming traditional style. This is the perfect all year residence as it enjoys the benefit of oil central heating and air-conditioning in the bedrooms. A superb property in a sought-after investment location.

1.000 M²

460 M²

4

Yes

2.350.000€

T. 971 53 22 21 | www.balearic-properties.com

STUNNING DESIGNER VILLA

Brilliant opportunity! Buy off plan a perfect and brand new villa with pool, **Pollensa**

This is your opportunity to have a modern detached villa and vacation residence built tailor-made. The villa, similar to the one pictured, will be located in a beautiful community close to Pollensa and the coast and will feature high performance and efficient use of space in one package. The full structure will be designed and proposed with the Passive House standard, which is a building performance standard that yields an extremely low-energy home. A combination of exceptional insulation, air sealing, high performance windows using only a very small heating and aircon system. Most of the houses in Mallorca are energy inefficient homes, your new villa, however, will save energy and offer increased comfort.

1.000 M²

251 M²

3

Yes

745.000€

T. 971 53 22 21 | www.balearic-properties.com

Marketing dossier.indd 10


1/8/17 12:52





A1 Posters for
Outside Displays


Balearic Properties

SWOBEN4558

 6

 6

 474m²

 812m²

SENSATIONAL VILLA PROJECT IN BENDINAT
OFFERING COMPLETE PRIVACY

PRICE:
3,950,000€

A1 Poster

NEWLY BUILT,
ULTRA-MODERN
5 BEDROOM VILLA
WITH FANTASTIC
VIEWS OVER
PUERTO POLLENSA
AND THE BAY

PRICE:
3,900,000€
REF: PTP40111

Marketing dossier.indd 12

1/8/17 12:52



Billboard

Balearic Properties

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Balearic villas

Your perfect holiday rental homes & Apartments

You will find us in **Via Pollentia, 3, Pollensa** www.balearic-villas.com



RESIDENCIAL TORRE DE CAMP DE MAR

More info / Mehr Info
(+34) 971 68 40 00
www.torre-mar.com



LUXURY APARTMENTS FOR SALE IN A UNIQUE AND ECO-FRIENDLY
SEAFRONT COMPLEX IN CAMP DE MAR, ANDRATX, MALLORCA

From/Ab **500.000€**



LUXURIÖSE APARTMENTS UND PENTHÄUSER KAUFEN IN EINEM EINZIGARTIGEN
UND ÖKOFREUNDLICHEN KOMPLEX DIREKT AM STRAND IN CAMP DE MAR

Balearic Properties

Balearic Properties

Call us +34 **971 684 000**

REF.: SWOPAL1523



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Display

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Balearic Islands
Real Estate Specialists







ALTAMENTE CUALIFICADOS HABLAMOS MULTI-IDIOMAS | SPEAK HIGHLY QUALIFIED MULTI-LANGUAGES | SPRECHEN HOCHQUALIFIZIERTEN MULTI-SPRACHEN


Mallorca & Ibiza, 2400 properties in Mallorca online!
Visit www.balearic-properties.com

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Balearic Islands
Real Estate Specialists





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record time **Free Valuation**
Selling tips
100% professional

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house of your dreams

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Balearic Properties

More 15 years of experience selling properties in Mallorca are **our guarantee**



Free valuation report of your property for sale purposes



Impressive sales track records

Need help?



Mallorca & Ibiza, 2400 properties in Mallorca online!

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Corporate Flyers

Flyer to owners, if they want to sell their property



Piensa en vender su propiedad?

Thinking about selling your property? / Erwägen Sie Ihre Immobilie zu verkaufen?

Contact (+34) 971 53 22 21 · info@balearic-properties.com · www.balearic-properties.com

Estimado Propietario, ¿Cuánto vale su propiedad?

Balearic Properties le ofrece una valoración gratuita de su inmueble y si desea vender, le encontramos un comprador en el menor tiempo posible. Nuestro historial de ventas es inmejorable. La creciente demanda en Pollensa nos motiva a consultarle para ofrecer su propiedad a nuestros clientes. Hablamos más de 5 idiomas. Le aseguramos una excelente presentación de su propiedad a nivel internacional y un proceso de venta simple y exitoso. Llevamos más de dos décadas vendiendo casas en Pollença.

Venga a visitarnos!!!

Dear Owner, How much is your property worth?

Balearic Properties offers you a free valuation of your property and if you want to sell it, we will find you a buyer within the shortest time possible. Our sales track record is impressive. Increased demand in Pollensa is the reason we ask you for the chance to offer your property to our clients. We speak your language; we speak our clients' languages. We promise you a superb, global presentation of your property and a smooth, successful sales process. We have been selling properties in Pollensa for more than 2 decades. **Come and see us!!!**

Verehrter Eigentümer, Wieviel ist Ihre Immobilie wert?

Balearic Properties bietet Ihnen eine kostenlose Wertermittlung Ihrer Immobilie an und, wenn Sie verkaufen möchten, finden wir für Sie einen Käufer in der kürzesten Zeit möglich. Unsere Verkaufsbilanz spricht für uns. Die gestiegene Nachfrage in Pollensa ist der Grund, warum wir Sie um die Möglichkeit bitten, unseren Kunden Ihre Immobilie anbieten zu können. Wir sprechen Ihre Sprache und wir sprechen die Sprachen unserer Kunden. Wir versichern Ihnen eine professionelle Präsentation Ihrer Immobilie und einen erfolgreichen, unkomplizierten Verkaufsprozess. Wir verkaufen seit über 2 Jahrzehnten Immobilien in Pollensa. **Besuchen Sie uns in unseren Büros und lernen Sie uns kennen!!!**

Contacte / Contact : +34 971 53 22 21 · Visitenos / Visit : C. Alcudia, 3, 07460 Pollensa, Mallorca · info@balearic-properties.com



Iris Grünewald
Managing Director



Antonio Fuster
Managing Director



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RECIBA EL ALQUILER ANTES DE RECIBIR A SUS HUÉS

Rent with Confidence

RECEIVE ALL PAYMENTS PRIOR TO ARRIVAL

Vermieten mit Vertrauen

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www.balearic-properties.com

12 RAZONES POR LAS QUE DEBERÍA CONFIAR EN BALEARIC PROPERTIES PARA LA VENTA DE SU PROPIEDAD

Historial de ventas impresionante, Líderes en Mallorca

Informe de valoración gratuita de su propiedad para la venta

1. Empresa respetada y establecida desde 1999
2. Incremento diario de clientes compradores. 1800 nuevos compradores conseguidos por año
3. Estadísticas de ventas conseguidas asombrosas
4. Nuestras oficinas proporcionan la mayor exposición para comercializar su propiedad
5. Sin sistema de franquicia, lo que nos permite colaborar con una red de agencias internacionales
6. Presencia en varias ferias internacionales
7. Análisis detallado del comprador con el fin de evitar visitas innecesarias
8. Valoración de su propiedad por nuestros agentes expertos
9. Nuestra agencia de alquileres **Balearic-Villas.com** genera compradores adicionales
10. Servicio completo para vendedores y compradores: información legal, impuestos, financiación y alquiler
11. Agencia propia de marketing
12. Primeras posiciones en Google

KATE S. AND FAMILY
IRELAND
"Gracias a Balearic Properties encontramos nuestra casa soñada en Pollensa"

"Thanks to Balearic Properties we have found our dream home in Pollensa"

"Dank Balearic Properties haben wir unsere Traumimmobilie in Pollensa gefunden"

12 REASONS WHY YOU SHOULD ENTRUST BALEARIC PROPERTIES WITH THE SALE OF YOUR PROPERTY

Impressive sales track records

Free valuation report of your property for sale purposes

1. Reputable & firmly established company since 1999
2. Daily increase of client data base. 1.800 active and international new clients gained per year
3. Impressive Sales Track Record achieved
4. Our offices guarantee maximum marketing exposure of your property
5. Non franchise system meaning we are able to collaborate and cooperate with a network of international real estate trade fairs
6. Presence at various international search criteria thus avoiding unnecessary property viewings
7. Detailed analysis of your property by multilingual team of real estate experts
8. Sales price evaluation of your property by **Balearic-Villas.com**, generates further buyers
9. Our successful rental company, **Balearic-Villas.com**, generates further buyers
10. Complete service for sellers and buyers: preliminary legal & tax information, financing, rentals
11. Own marketing agency
12. Permanent top Google ranking

Our award winning website, the best way to find your dream home

12 GRÜNDE WARUM SIE BALEARIC PROPERTIES DEN VERKAUF IHRER LIEGENSCHAFT ANVERTRAUEN SOLLTEN

Beindruckende Verkaufsbilanz

Gratis Wertgutachten Ihrer Immobilie für den Verkaufszweck

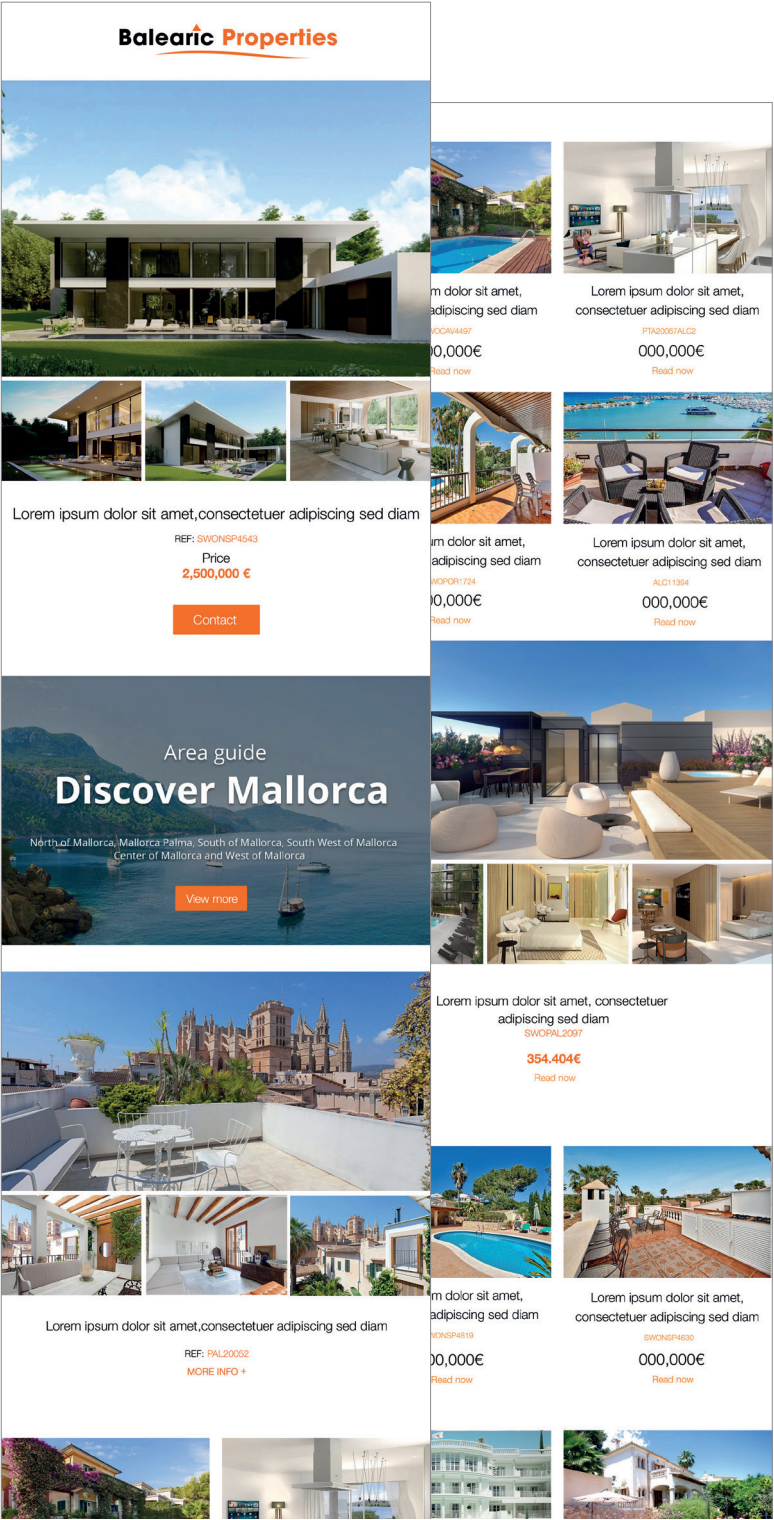
1. Angesehenes & seit 1999 fest etabliertes Unternehmen und internationale Kundendatenbank. 1.800 aktiv suchende
2. Täglich wachsende Kundendatenbank. 1.800 aktiv suchende
3. Beindruckende Verkaufsbilanz pro Jahr
4. Unsere Bürostandorte garantieren maximale Marketing-Präsenz
5. Kein Franchisesystem, das ermöglicht Zusammenarbeit im Netzwerk mit lokalen & internationalen Immobilienmaklern
6. Detaillierte Vorab-Analyse der Suchkriterien unserer Kunden, bevor die Immobilien-Besichtigung werden vermieden
7. Ausführliche Verkaufspreis-Wertermittlung durch unsere Experten
8. Erfolgreiche hauseigene Vermietungsfirmen **Balearic-Villas.com** vermittelt weitere Käufer
9. Service aus einer Hand für die Verkäufer und Käufer: rechtliche & steuerliche Vorabinformation, Finanzierungen, Vermietungen
10. Eigene Marketing Agentur
11. Eigene Marketing Agentur
12. Permanente Höchstankuragen bei Google

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Marketing On-line

Newsletters



Balearic Properties



Luxury property for sale in Son Vida with
fantastic views over Palma and the bay

REF: SWOSOV4560

[READ MORE](#)



Wonderful villa for sale in No
with sea view:

REF: SWONSP4436

4,950,000€

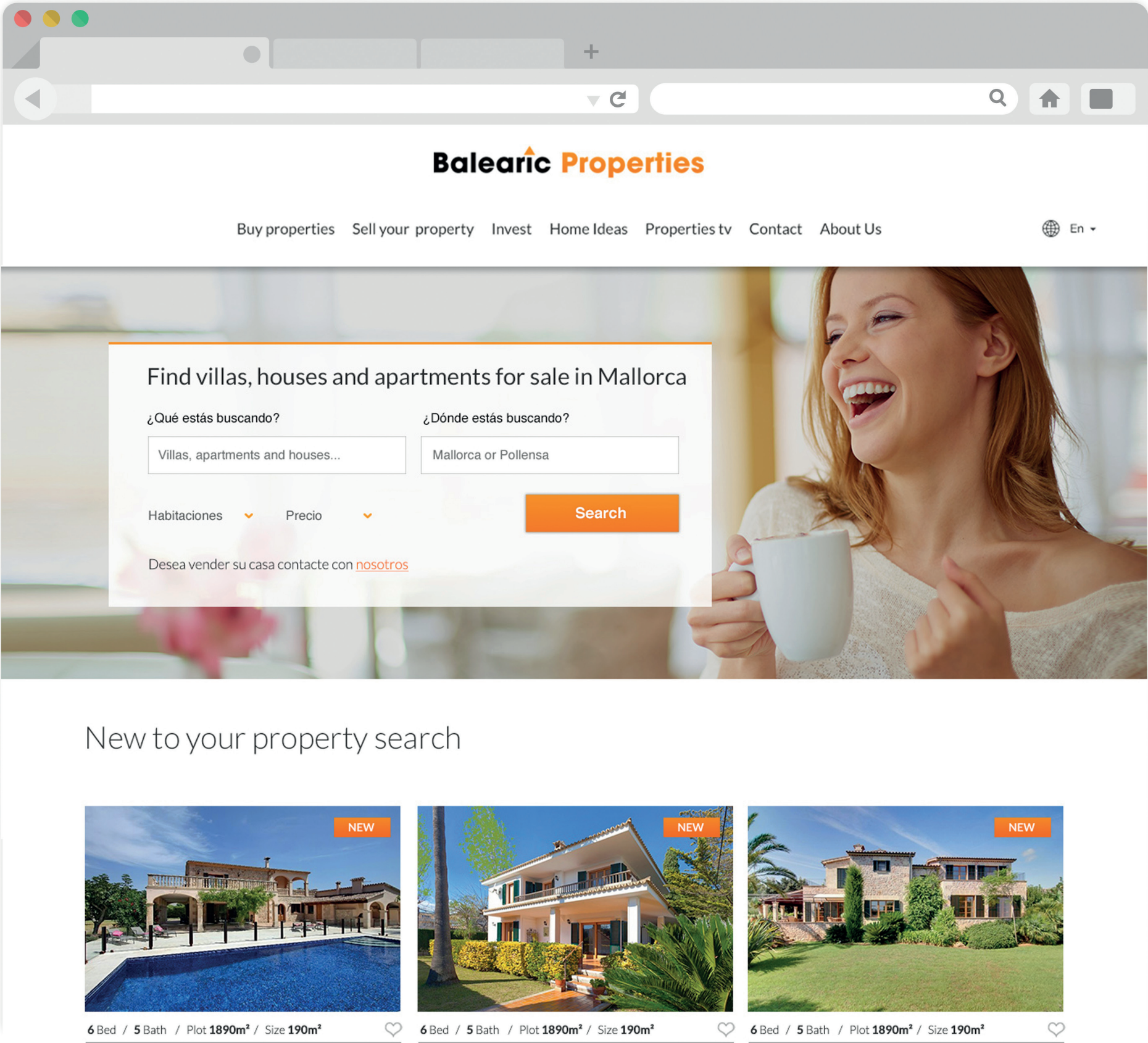
[More info >](#)

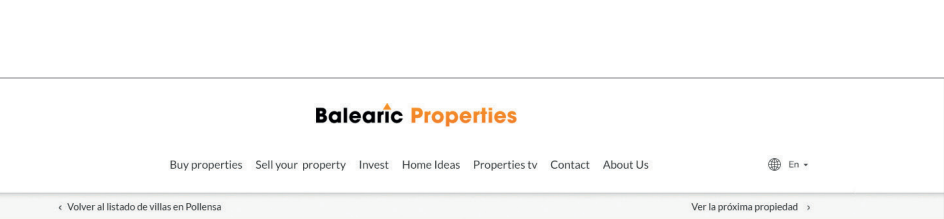


Apartment for sale located in Palma Old
Town

SWOPAL1398

Lovely
turqu





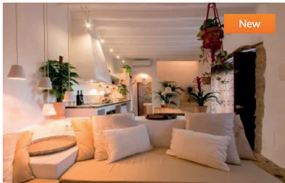
Luxury villa in Mallorca with private helipad, SPA, Indoor Pool and the best views on the Island



6 Bed / 5 Bath / Plot 1890m² / Size 190m² 

Villa en venta en Cala Llamp, Andratx, Mallorca,
Balears, España

Villa for sale in Mal Pas-Bonaire



2 Beds / 1 Baths / Size 122 m²

Delightful, traditional town house in the lovely village Alaró at the foothills of the mountains

Townhouse in Alaró
490,000 €



3 Beds / 3 Baths / Size 180 m²

Luxurious duplex penthouse for sale in Nova Santa Ponsa with sea views

Penthouse in Nova Santa Ponsa
930,000 €

- Leading real estate network in the Balearics, **over 50,000 property searches per month**, local experts on resort
- **Free inspection trips**, airport pick up and accommodation offered at no cost
- No fees for Buyers / No hidden costs, **100% transparency**
- Reputable agents in Mallorca & Ibiza established 1999

A large infinity pool overlooking the ocean and cliffs, with lounge chairs and umbrellas in the foreground.

Casas venta · Mallorca · Pollensa · **Villa** · Referencia SWOB091237

Pollensa Apartment | **2 Bedrooms** | **2 Bathrooms** | **Size 120m²** | **Size Plot 120m²**

Front line villa for sale in Puerto Pollensa with private sea access

Country House for sale with sea views in Mallorca Near Stunning Malloian style property in Aucanada, the 4 separate buildings. One of these buildings covers 375 sqm and has three bedrooms, a studio, two bathrooms and a kitchen. Another measures 220 sqm, boasts 4 bedrooms, three bathrooms, a kitchen and a 58 sqm covered terrace. The swimming pool is enormous, and is located between the two main buildings. A great investment if you are looking to take on a real project! Magnificent views towards Aucanada island. This property has enormous potential and is only minutes away from the beautiful beaches of Aucanada and **Puerto Alcudia**, the marina and the commercial port, and right by the Aucanada golf course. The good news is that you'll find some of the Mediterranean's best beaches here, top restaurants and the best golf club of the island.

One of these buildings covers 375 sqm and has three bedrooms, a studio, two bathrooms and a kitchen. Another measures 220 sqm, boasts 4 bedrooms, three bathrooms, a kitchen and a 58 sqm covered terrace. The swimming pool is enormous, and is located between the two main buildings.

For additional information contact **BALEARIC PROPERTIES MALLORCA** by email or call the Pollença Office **(+34) 971 53 22 21** - See more details about other villas for sale in Pollensa or find out more about buying a home in Pollensa.

Attributes

Equipped Kitchen	Equipped Kitchen	Equipped Kitchen
Parking Private	Parking Private	Parking Private
Places 2	Places 2	Places 2
Views Mountains	Views Mountains	Views Mountains

Guide Buy Pollensa



This beautiful western Majorcan harbour town overlooking the bay and surrounded by tree-lined hills is one of the most picturesque in the whole of Mallorca. Puerto de Andratx is rather special.

This beautiful western Majorcan harbour town overlooking the bay and surrounded by tree-lined hills is one of the most picturesque in the whole of Mallorca. Naturally...

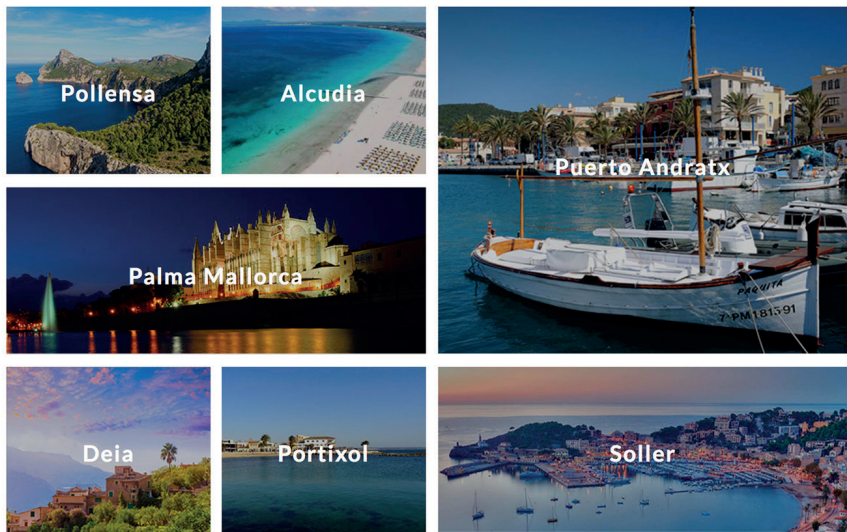
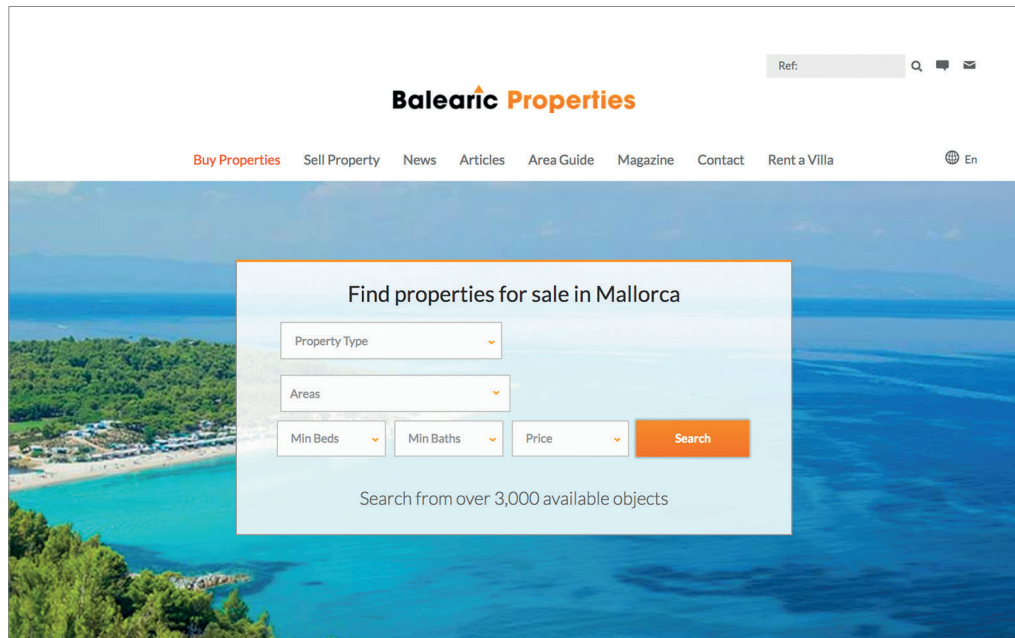
[See More Guide property buy in Andrabon](#)

[Ver video de la propiedad en Santamaria](#)



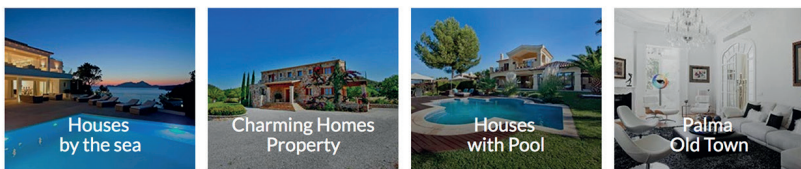
Está interesado en obtener más información de esta Propiedad en venta en Pollensa...

Alternatively you can call now under +34 971 53 22 21

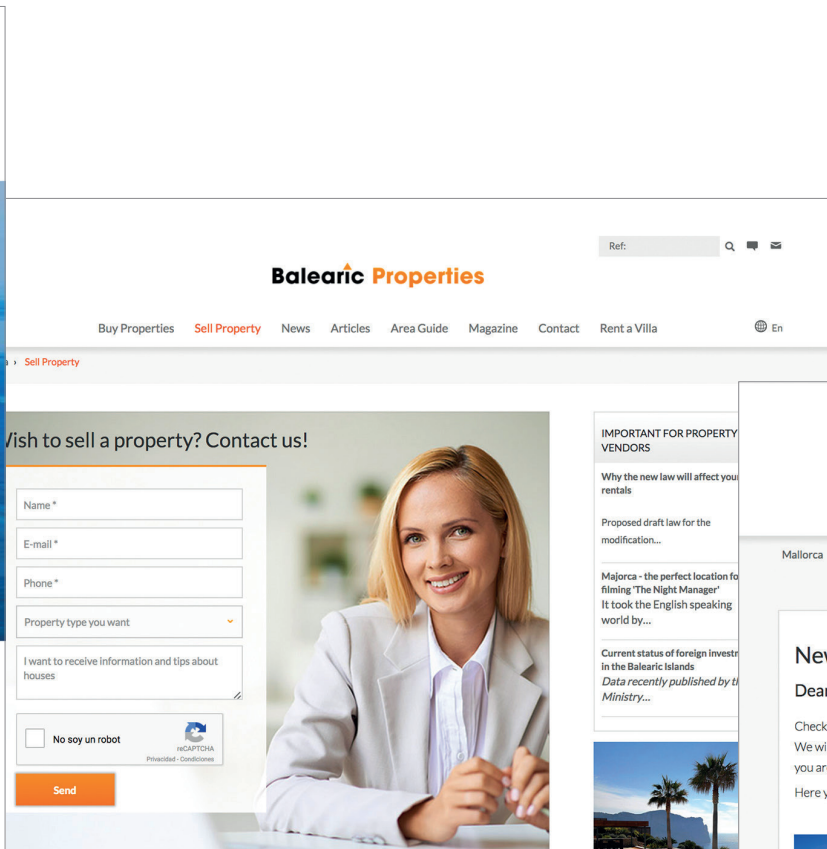


Other places where you should [buy real estate](#) >

Looking for more specific property?



Today's newly listed properties for sale in Mallorca, Ibiza and Menorca



When is the right time to sell a property?

Balearic Properties is always focused on offering top quality properties with the right value for money factor. We not only advise our clients in important real estate issues, but also with regards to the various island locations, lifestyle, trends and infrastructure. Our highly dedicated and dynamic team is eager to support you in researching your dream property and to advise regarding the best time to structure in accordance to your requirements.

Generally, the sale of a property is an important decision, which affects many aspects in the life of the vendor. In addition to financial aspects, of course, a personal change is also involved and that is why a lot of consideration is needed to decide when best to make a sale. Of course, it is not always possible to wait for the perfect sales moment, but there are some basic rules, especially here in Mallorca.

You should be clear about the goals you hope to achieve by selling your property. NEVER act rashly, because in hindsight you will likely regret it. In the best case scenario, you should schedule a few months, so that everything is dealt with without haste and stress. Nevertheless, in the event that an owner is in a hurry to sell his property here in Mallorca where, under normal circumstances, the estate scene changes fast, it makes sense to seek the advice of an agent. An agent disposes of a very good network of contacts in so as to accelerate the sale a lot.

If you look at the market prices on the island, we can see that we are currently in quite a good period regarding property sales. The island is on the road to recovering from the financial crisis and on Mallorca, which, as opposed to the Spanish mainland, was not in any way strongly affected due to the enormous tourist revenue, prices have begun to increase again in recent years.

Which prices are currently being traded on the island?

Over this question, it is advisable to keep your eyes and ears open. You get a realistic picture of the market value of your own property when you research the prices of similar properties with comparable properties in a comparable location. If you want even more detailed information, you can have an evaluation of your property carried out by a real estate agency.

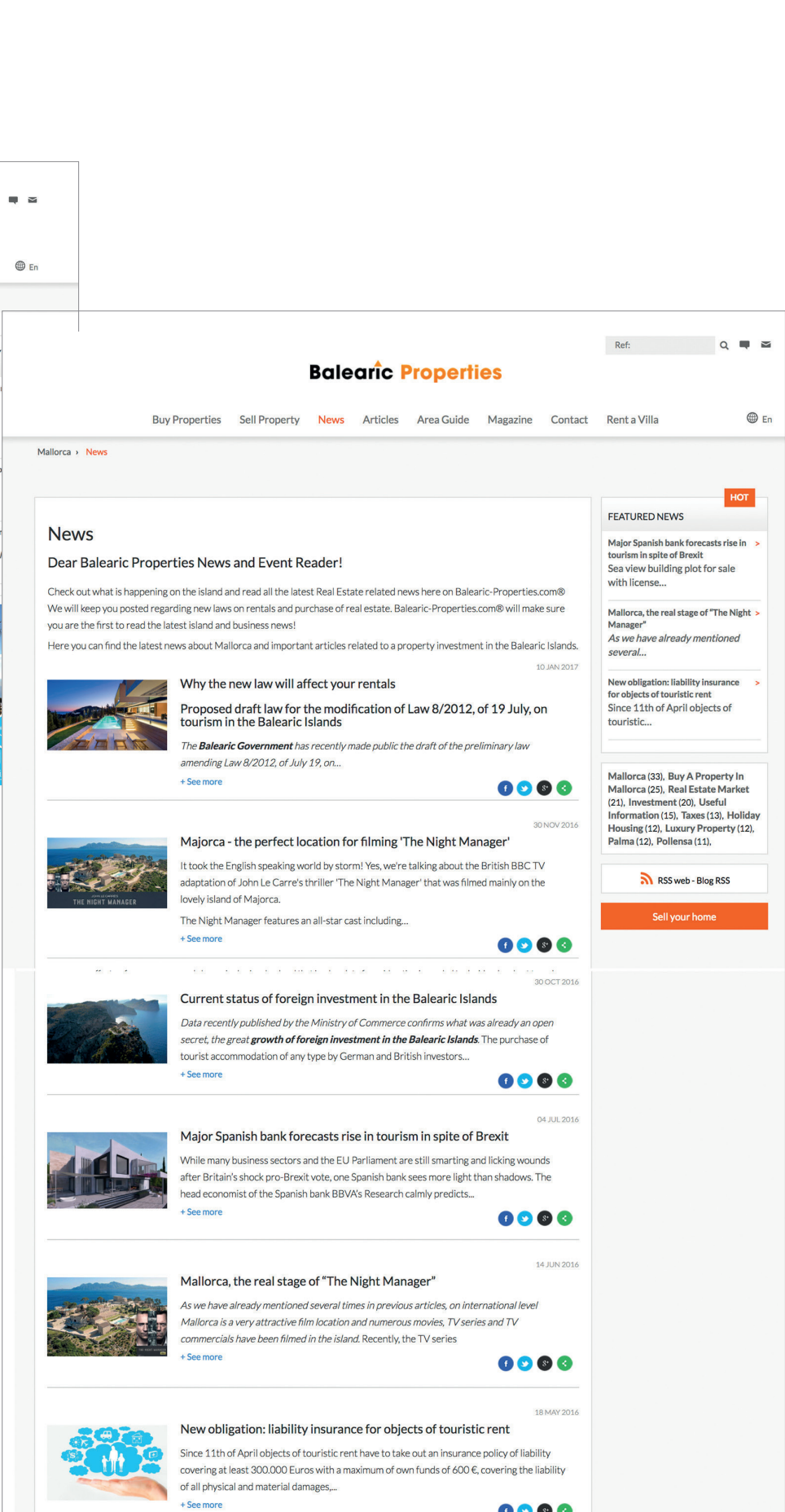
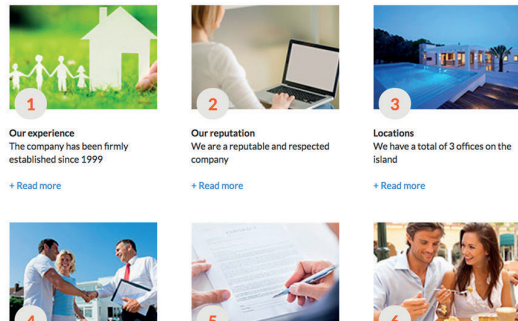
How is the market value of a property determined?

In order to assess the exact market value of your property many factors must be considered. The size in m²s, the location, the interior, of course, the condition of the property must be considered. Here in Mallorca, where the real estate scene can change rapidly and there is a high demand, you can therefore achieve a significantly higher market price compared to similar properties in the UK. Our experts at Balearic Properties will be delighted to evaluate your property and give you a professional indication regarding the price you might be able to achieve for the sale.

How is the market price for a property determined?

How the market price leads to the maximum final sales price?

6 reasons to sell your home with us






Banner Web Site

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- Your mortgage repayments easily covered trough the rental income.
- Get income in Euros with a guaranteed profit return.





BP Service you know it?

Project Management

- Nulla consequat massa quis enim.
- Maecenas tempus, tellus eget condimentum
- blandit vel, luctus pulvinar, hendrerit id.

More info: 971 53 22 21



BP Service you know it?

Refurbishment

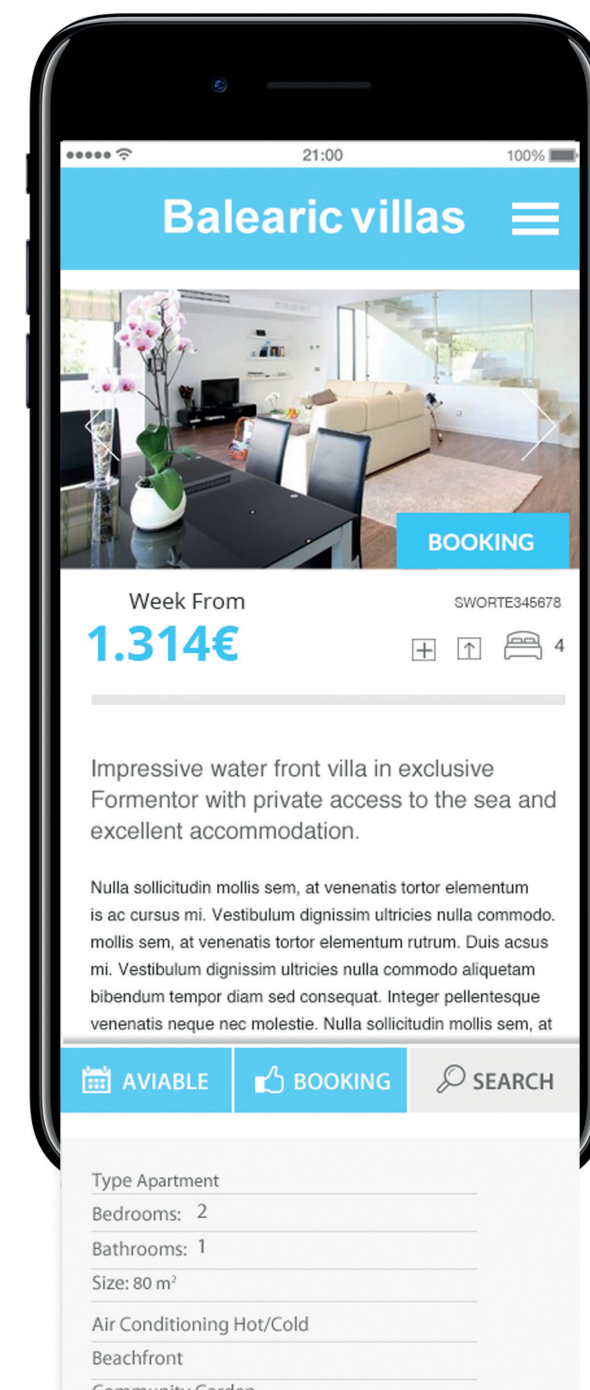
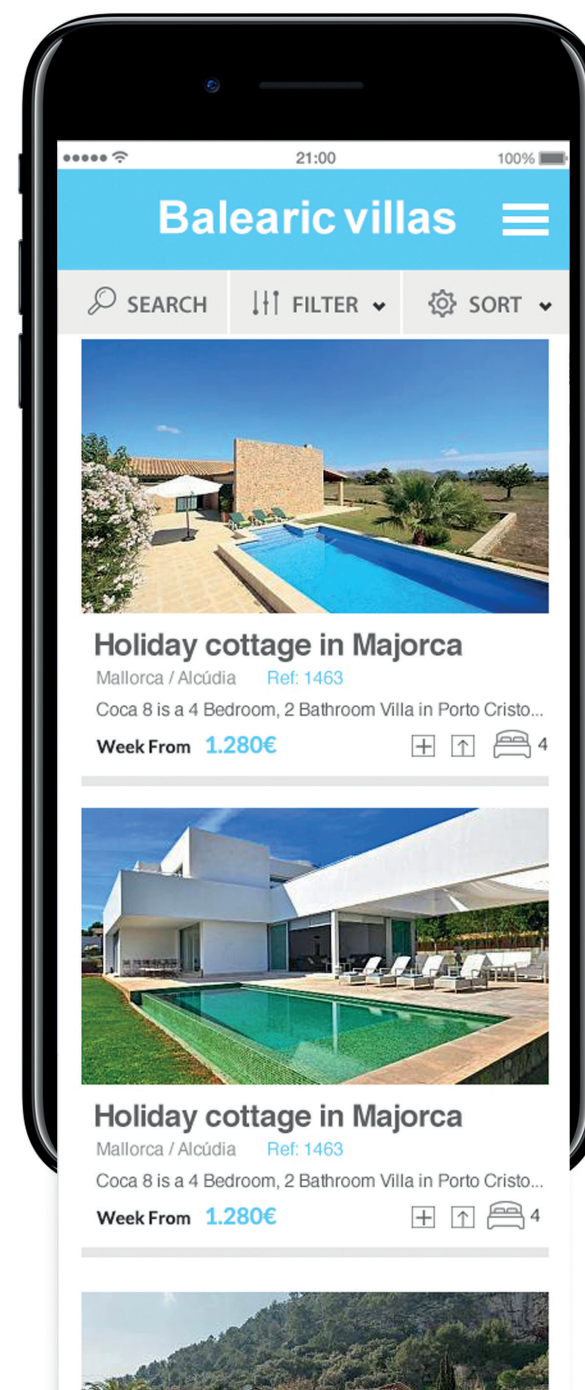
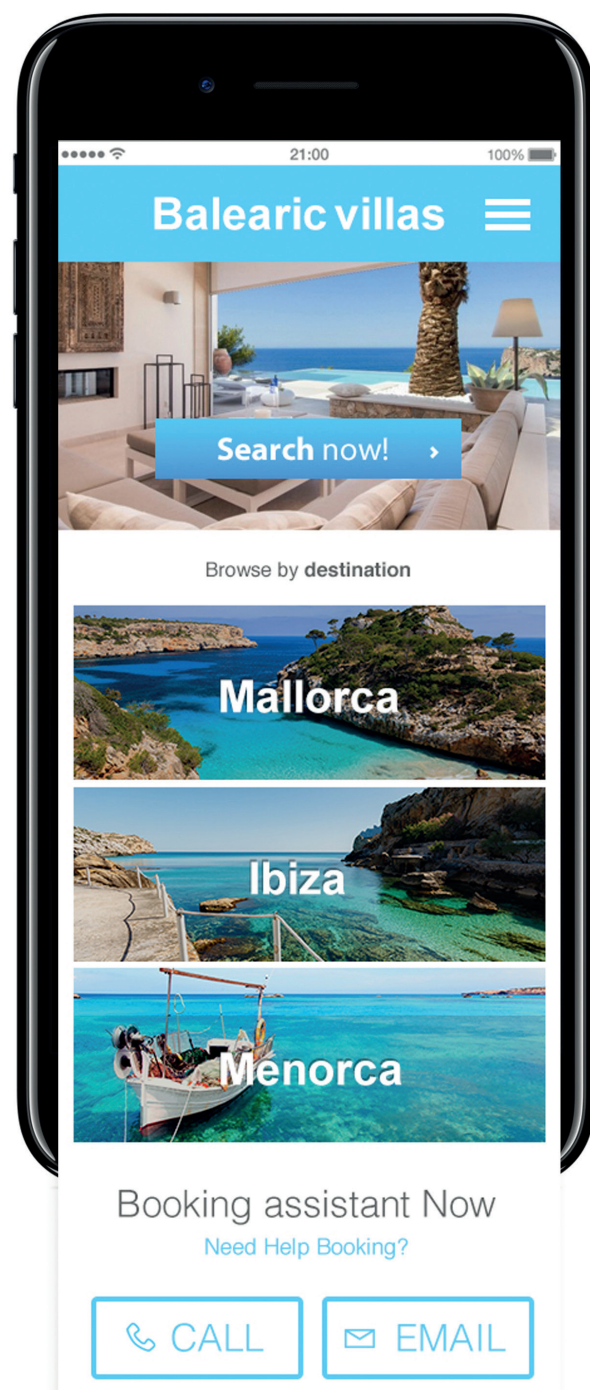
- Nulla consequat massa quis enim.
- Maecenas tempus, tellus eget condimentum
- blandit vel, luctus pulvinar, hendrerit id.

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The **Marketing** Section for Holiday Rentals

Adaptative Version Mobile



Mailing

Destination

Puerto pollensa, pollensa

Select date

Check-in Date → Check-out Date

Guests

1 Guests

LET'S GO

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Ref. 3371

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3,540€
From week



Villa to rent in Mallorca

Mallorca / Pollensa

ID3715

540€
From week



Holiday villa rental in Cala San Vicente

Mallorca / Pollensa

ID3715

3,540€
From week



Villa to rent in Mallorca

Mallorca / Pollensa

ID3715

540€
From week



Holiday villa rental in Cala San Vicente

Mallorca / Pollensa

ID3715

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Desde

24€/Día

Clase B

5 adultos, 3 maletas

Brochure

MASSAGES

MASSAGEN

Pamper yourself during your precious holidays; book a masseur to come to your villa now.

Close your eyes and picture yourself lying in the sun by the pool – it can get even better if you imagine having a relaxing and soothing massage. Book here and now online to make sure of your personal massage appointment at your holiday villa, towel and oil included. Experts will pamper you with the massage of your choice, a pure luxury body by the pool.

Vervöhnen Sie sich während Ihres kostbaren Urlaubs; Buchen Sie eine Massage in Ihrer Ferienvilla.

Schließen Sie die Augen und träumen Sie davon, in der Sonne am Pool zu liegen – es wird noch besser, wenn Sie sich vorstellen dabei noch eine entspannende und lindende Massage zu erhalten. Buchen Sie hier und jetzt online, damit Sie sich den Termin für Ihre persönliche Massage in Ihrer Ferienvilla sichern können. Handtuch und Massageöl inklusive. Experten werden Sie mit der Massage Ihrer Wahl verwöhnen, ein luxuriöser Körpererlebnis und Sie brauchen sich nur auf Ihrer Sonnenliege am Pool auszustrecken.

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Mallorca definitely keeps up with trends and numerous Spa facilities are dotted all over the island. Close by Pollensa we have one of the most famous, so contact us to ensure that your appointment and you can look forward to it.

The Best Services



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Rooms

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Marketing dossier.indd 25

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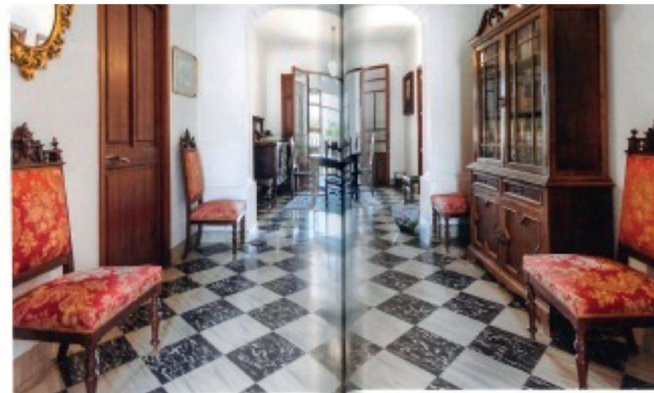
Some Publications in Media

STERN Reise Magazin (Germany) –
Edition 2017 Mallorca Special





MALLORCA Gespräch



KÄUFLICHE TRÄUME

Die „Villa Chamäleon“ in Son Vida (oben links) ist für 29,5 Millionen Euro zu haben. Oben Mitte: eines von Iris Grünewalds Objekten. Oben rechts: Das Herrenhaus „S'Estaca“, seit 2014 auf dem Markt, soll dem Verkäufer, Filmstar Michael Douglas, 50 Millionen Euro bringen

D

Die niedrigste Preiskategorie auf Ihrer Webseite geht bis 500 000 Euro. Können sich nur Reiche auf Mallorca Immobilien leisten?

Wir verkaufen Objekte schon ab 150 000 Euro. Aber viele Qualitätsangebote gibt es da nicht. Und wenn etwas reinkommt, ist es meist schnell weg.

Werden die Preise, die Sie in Ihren Angeboten nennen, dann auch tatsächlich gezahlt – oder ist das nur der Ausgangspunkt für die Verhandlungen?

Unsere Analyse der Verkäufe der letzten beiden Jahre zeigt, dass die tatsächlich gezahlte Summe im Durchschnitt zehn Prozent unter der ursprünglichen Forderung lag. Ein wenig Spielraum ist also meist da – aber wir versuchen, marktangepasste Verkaufspreise zu offerieren. Wir rufen keine Fantasiepreise auf. Wenn ich bei Ihnen heute ein Haus für eine halbe Million Euro kaufe – was war das vor 30 Jahren wert?

Sicherlich unter 150 000 Euro. Allein in den zehn Jahren vor 2008 – also vor der Krise – haben die Immo-

bilien im Schnitt jedes Jahr sieben bis zehn Prozent hinzugewonnen. Dann gab es einen Einbruch, die Preise haben um etwa 15 bis 25 Prozent nachgegeben. Seit zwei Jahren steigen sie wieder.

Der Preistreiber im Markt sind die ausländischen Käufer ...

... auf jeden Fall. Gerade bei Objekten auf dem Land, die besonders begehrt sind.

Ist es ein soziales Problem, dass sich mallorquinische Normalverdiener praktisch kein Eigentum mehr leisten können?

Zumindest ist es für viele Mallorquiner sehr schwer, zu kaufen. Das trifft zum Beispiel Familien mit Kindern. Auf der anderen Seite gibt

es hier viel alten Wohlstand, der sich auf Besitz gründet. Die hohen Preise führen damit vor allem zu mehr Ungleichheit unter den Einheimischen. Sie sagten, dass Fincas besonders begehrt sind. Aber auch in den Ortskernen gibt es immer mehr ausländische Bewohner.

Alle zwei, drei Jahre beobachten wir einen neuen Trend auf dem Immobilienmarkt. Im Moment heißt der: Leben im Ort – das ist es, was immer mehr Leute wollen. Stark im Kommen sind deshalb Stadthäuser, vor allem solche mit einem Innenhof und vielleicht noch mit einem kleinen Pool.

Sorgt es für Streit, wenn die Ausländer in die Dörfer kommen und

nicht mehr nur weit draußen auf dem Lande, im Hotel oder an den Stränden sind?

Nein, zumindest nicht hier in der Gegend. Der Norden unterscheidet sich sehr deutlich vom Südwesten, wo die gesamte Küste vom Tourismus geprägt wird. Hier oben ziehen Leute in die Orte, die oft seit Jahrzehnten als Urlauber kommen. Die wertschätzen den Lebensstil. Die integrieren sich.

Kaufen Deutsche andere Immobilien als zum Beispiel Engländer oder Skandinavier?

Das hat sich sehr angepasst. Der Markt in dieser Gegend wurde ursprünglich von Engländern geprägt. Dann war es so, dass die Engländer eher ein Apartment am Meer gekauft haben, die Deutschen eine Finca. Aber diese Unterschiede gibt es eigentlich nicht mehr. Der Trend zum Stadthaus etwa besteht völlig unabhängig von der Nationalität.

Zockt der spanische Staat die ausländischen Immobilienbesitzer ab? Die sind ja Steuerzahler, aber keine Wähler.

Die Grunderwerbssteuer von acht bis elf Prozent ist schon wahnwitzig hoch. Aber das trifft natürlich alle. Und letztlich ist es überall so: Wer Eigentum erwirbt, wer in einem anderen Land lebt, wer dort vielleicht Einnahmen aus Vermietung hat, der muss eben auch Steuern zahlen.

Könnte ich mir hier zu den aktuellen Preisen ein Haus kaufen und es anschließend dank der niedrigen Zinsen komplett über die Vermietung finanzieren?

Absolut. Das machen ganz viele Kunden. Bei den Engländern sind es fast alle. Bei den Deutschen ist es rund die Hälfte, die uns nach dem Kauf mit der Vermietung beauftragt. Bei den derzeitigen Zinsen funktioniert das ohne Probleme. Sie können aus den Vermietungserlösen die Zinsen und die Tilgung sowie die laufenden Kosten zahlen, und es bleibt trotzdem noch genug Zeit, um die Immobilie selbst für den Urlaub zu nutzen.

Dann darf nur kein Crash dazwischenkommen, sodass am Ende der Immobilienwert niedriger ist als die Schulden.

Natürlich sind auch Immobilien nicht ohne Risiko – wie jede andere Anlageform. Aber ich bin sehr zuversichtlich, dass die Preise weiter steigen. Wir kalkulieren einen Wertzuwachs von fünf bis etwa sieben Prozent im Jahr für die nächsten Jahre. Vielleicht auch zehn. Da habe ich keine Sorge.

Das Angebot an Immobilien ist riesig, offenbar ist der Wunsch zu verkaufen weit verbreitet. Deutet das darauf hin, dass der Traum vom Leben im Süden am Ende für viele doch nicht wahr wird?

Da sehe ich überhaupt keinen Zusammenhang. Der Markt funktioniert anders. Viele Häuser stehen zum Beispiel länger zum Verkauf, weil wir im Sommer kaum eine Chance haben, sie Interessenten zu zeigen. Die sind nämlich permanent vermietet. Schon im Winter sind viele Häuser für die komplette Saison gebucht. Es klingt paradox, aber der unglaubliche Boom, den Mallorca erlebt, erschwert manchmal unser Geschäft und den Verkauf. ✎

560

Baugenehmigungen wurden 2016 erteilt. Die Zahl der Neubauten stagniert: Im Jahr davor waren es noch 722

„IM WINTER SIND VIELE HÄUSER SCHON FÜR DIE KOMPLETTE SAISON GEBUCHT“

FOTEN: JONAS HALLER, HIGH-PRICES



Mallorca Magazin (Sweden)
Edition 2017 Special

STYLE IN MALLORCA Affärer

Balearic Properties

PROFESSIONALISM I ÖVER TVÅ DECENNIER

Balearic Properties, Professionalism And
4.95 € For Over Two Decades
Balearic Properties, Profesionalidad Y
Hace Más De Dos Décadas

STYLE IN MALLORCA MAGAZINE
Swedish Edition
Sommar Edition
Juni - Juli - Augusti 2017

**EMILIO & ÅSA
INGROSSO**
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WELCOME US IN THEIR
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En Mallorca

50 ÅRS
JUBILEUM FÖR SVENSKA
SKOLAN PÅ MALLORCA
50TH ANNIVERSARY
OF THE SWEDISH SCHOOL
IN MALLORCA
50 ANIVERSARIO
DE LA ESCUELA SUECA
EN MALLORCA

WWW.STYLEINMALLORCA.COM

Balearic Properties is one of the most important and experienced real estate companies in the Balearic Islands, and is a leading and reliable company in the market at Style in Mallorca.

It has several offices, the main one in the beautiful town of Pollença, where it was established, they established it, they have homes, and today they are active all over the island, serving the most demanding clients.

A record of over twenty years was established, its families that have been active in business for generations, they know the business and the company's reputation.

Balearic Properties, una de las inmobiliarias más relevantes y experimentadas de Baleares, es una de las empresas de carácter íntegro y solvente por las que apostamos desde Style in Mallorca.

Esta empresa cuenta con varias oficinas, pero la sede principal, situada en el bonito pueblo de Pollença, fue la primera que vio la luz. Precisamente desde ese emplazamiento encontraron sus primeras viviendas, y a día de hoy, disponen de inmuebles por prácticamente toda la isla para cubrir las necesidades de los clientes más exigentes.

Sus fundadores, además de contar con la experiencia de más de veinte años desde la apertura de la empresa, proceden de familias dedicadas al sector inmobiliario desde generaciones, por lo que conocen el negocio desde el interior, lo cual además genera un plus de confianza.



ÖN Livet på Mallorca



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erades 1999 och är idag ett ledande fastighetsbolag på ett dedikerat team som hjälper dig att finna din ad. Tillsammans med vårt svenska juridiska ombud och vi till ditt köp går smidigt igenom hela processen och dina intressen, för att skapa en trygg affär.

stad med Balearic Properties tar vårt förvaltningsteam hand om tiden du inte befinner dig på Mallorca. Vi står för en full 7. Vårt uthyrningsbolag www.balearic-villas.com ger dig skaffa ett uthyrningslicens och hjälper dig med att generera er att ge dig en vinst under de veckor du inte befinner dig i

et att erbjuda, som Palmas internationella sortstadspluss och varierar. I söder har vi lyxiga områden som **Portixol**, **Puerto Portals** eller **Puerto Andratx** där Europas miljonärer lär marknaden. Norra delen av Mallorca, Pollensa och på spektakulära hus och lägenheter längs med kusten. res shoppinglista.

r vi kan hjälpa dig att finna bostad eller är det bara att ringa vårt Puerto Portals kontor. i svensktalande advokat firmor.

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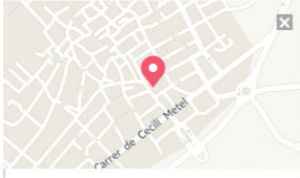
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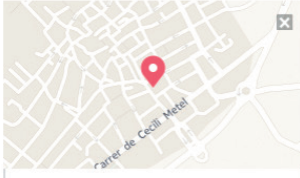
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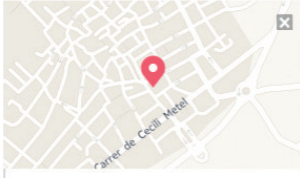
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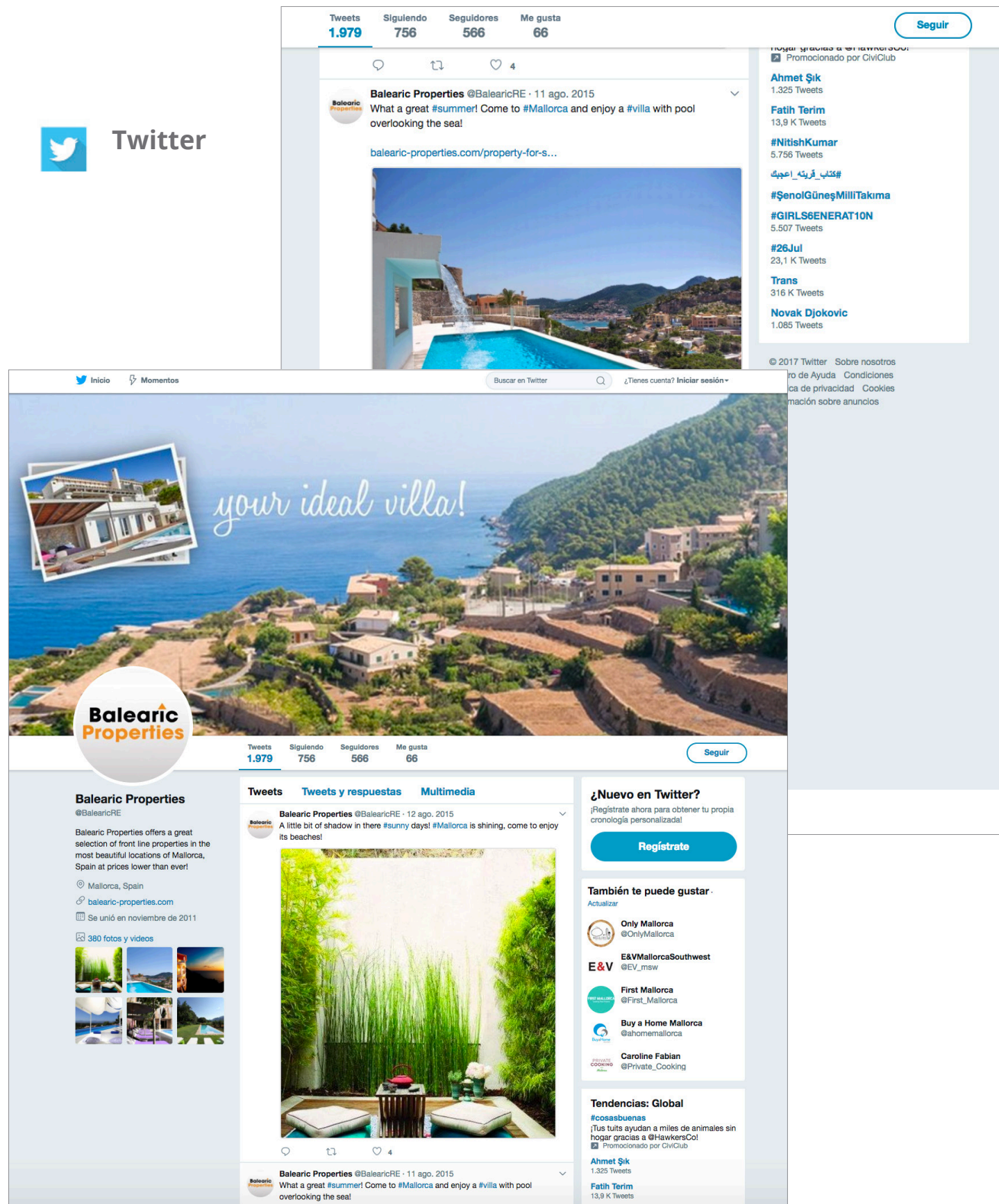
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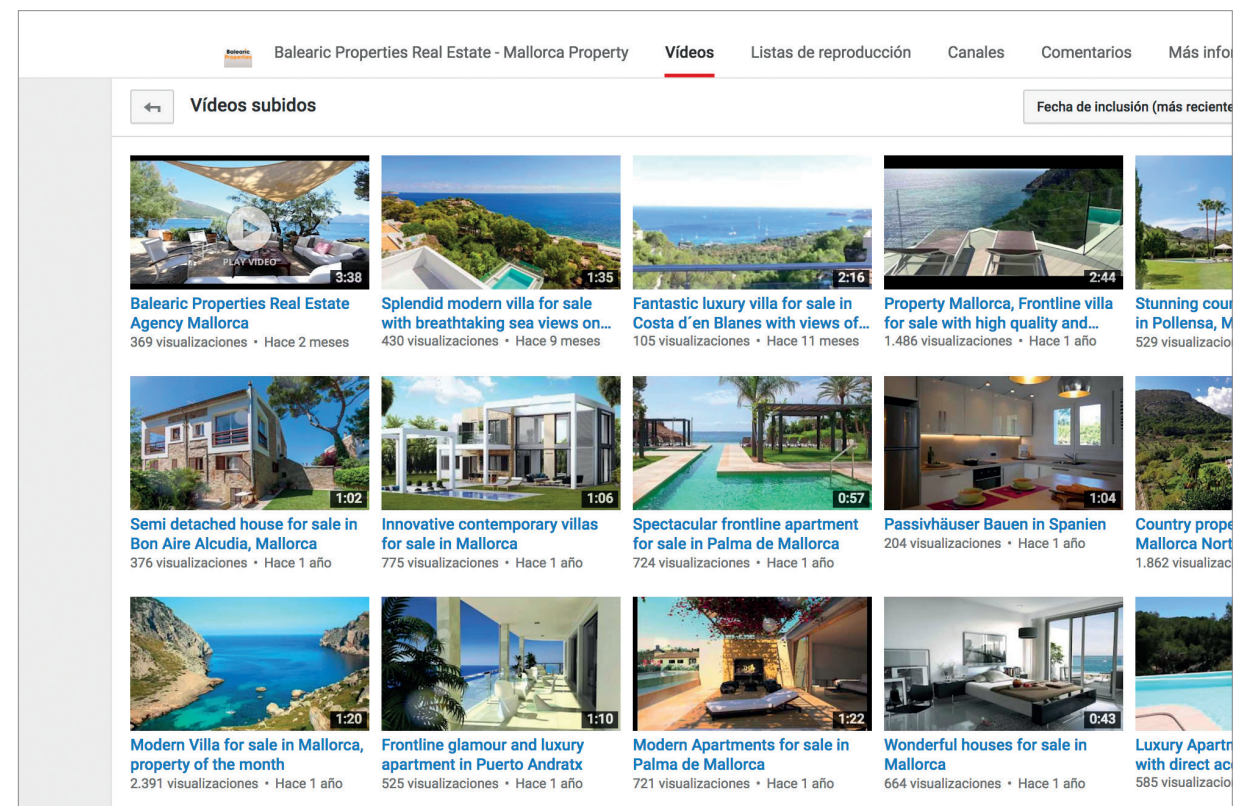
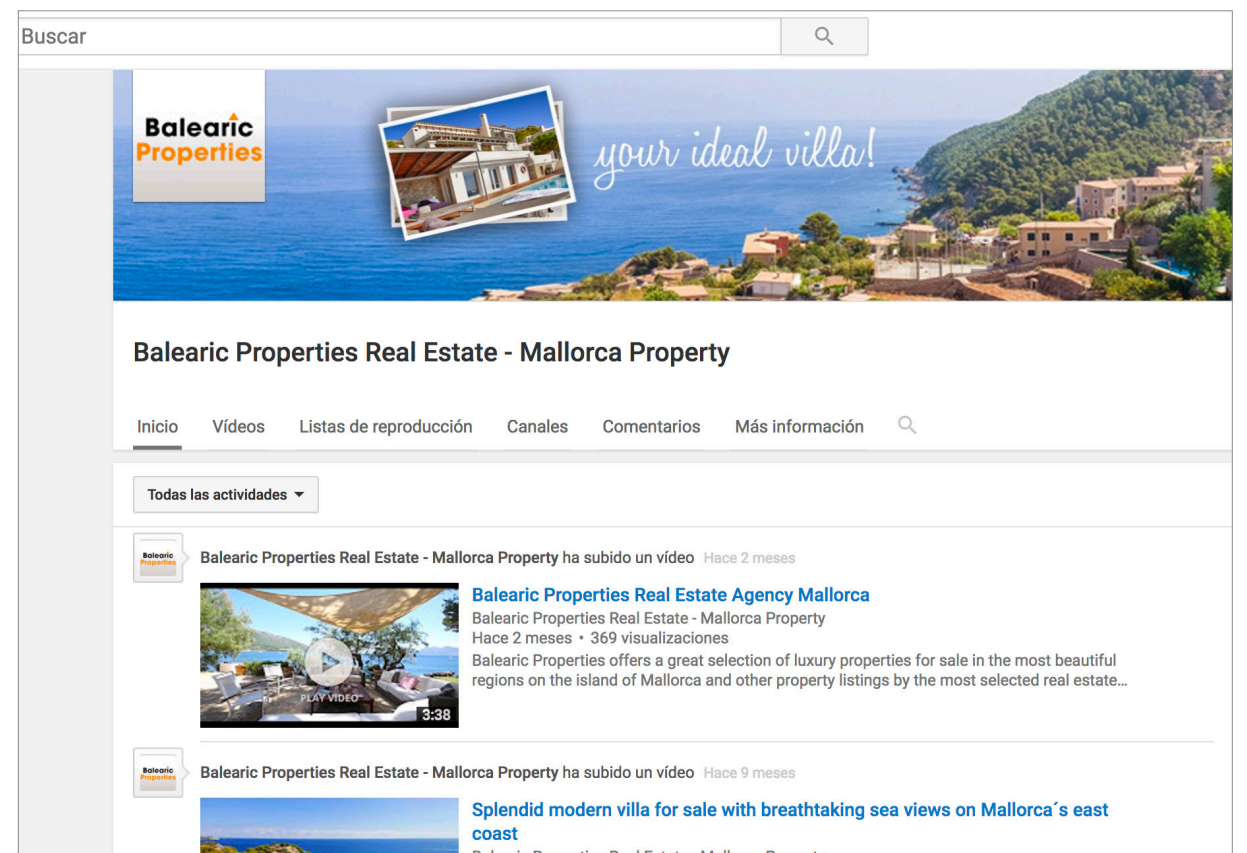
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