

Sotogrande, and up and coming neighbourhood

There are many factors that influence the success, development and progress of a community, Sotogrande is a clear example of this. We know, by the hand of Charles Gubbins of Noll Sotogrande, a little more about this exclusive and perfect prototype of residential destination linked to luxury and high level of services.

Along the Costa del Sol there have always been ups and downs in prices of apartments and villas. As a huge percentage of owners are foreigners, these ups and downs follow global, and to a certain extent national (Spanish) macro-economic trends. So, when we hit the last recession in 2008, market prices collapsed along the costa. Sotogrande the residential resort located between Marbella and Gibraltar was of course no different. Slowly, as the macroeconomic climate improved, we saw a return to normality, with demand increasing and purchases following. It is like a tide that rises and falls.



Village Verde, La Reserva. Ref: NO01263



Senda Chica, Sotogrande. Ref: SASOAP1039



La Finca. Sotogrande. Ref: SALAT0929

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We can identify these areas with some key indicators, namely NEW CONSTRUCTION, HOMES GETTING FLIPPED, A YOUNGER GENERATION ARE BUYING, and the neighbourhood has more APPEAL and ACCESSIBILITY.

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- **New Construction is the first real sign** - In Sotogrande, we are seeing this phenomenon. In the more established areas such as the "Kings and Queens" closer to the Sotogrande beaches homes are being regenerated by either refurbishment or by knocking down of old villas and new modern homes being built in their place. New restaurants, bars, coffee shops, and gyms are popping up. We see this evidenced in the Sotogrande Marina and the surrounding villages. We are seeing the development of new apartment blocks and townhouses, namely The Pier, Senda Chica, Village Verde, and La Finca. And, most remarkably, the La Reserva de Sotogrande area, the least developed part of the resort is full of family home building sites with towering cranes as evidence of new builds.
- **Flipped Homes**- More and more we are seeing investors looking for property to refurbish. Evidence of this can be seen as old traditional homes are upgraded with a new technology that allows for year-round living as opposed to summer only accommodation. The look and feel are of a contemporary home much more in line with current architectural preferences. We have had two instances where a property was flipped before the first buyer had a chance to even start his planned improvements so keen was the second buyer.
- **Young People Moving In** - With Sotogrande being nearly 60 years in existence, the then young generation has now reached the age where they are looking for their own homes. People who were in their teens in the '70s and '80s have now reached the age where they are looking for their own holiday homes. They begin their search in areas that are familiar but also can extend their options to other newer parts of the urbanization.
- **Appeal and Accessibility** - Sotogrande is a residential resort, and as designed and zoned will never be anything else. However, as time has passed the infrastructure around it and within it has developed. Airports, motorways, train speeds, internet service, security, etc, have all improved. It is a place you can live year-round and not only use during the holiday seasons. Of great importance is the Sotogrande International School. The school has developed hugely and is one of the best in Spain attracting many different nationals as it offers International baccalaureate education.



Sotogrande Coast, Ref: NP01321



The Pier, Marina Sotogrande. Ref: NP01213



Villa en La Reserva de Sotogrande. Ref: NO01249

Check out Sotogrande and get in on this established yet up and coming neighbourhood!

Charles Gubbins

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