SELLING YOUR HOME?





### **SELLING YOUR HOME?**

Choosing the right real estate agency is essential when it comes to selling your home. It can mark the difference between your home sitting on the market for months or selling quickly.

Asset Folio is a young and dynamic property investment company that specialises in Real Estate. With a dedicated team drawn from a wide range of backgrounds and nationalities, we have quickly earned an enviable reputation for our professionalism, honesty, experience and expertise in the real estate market - with a primary focus in the luxury sector.

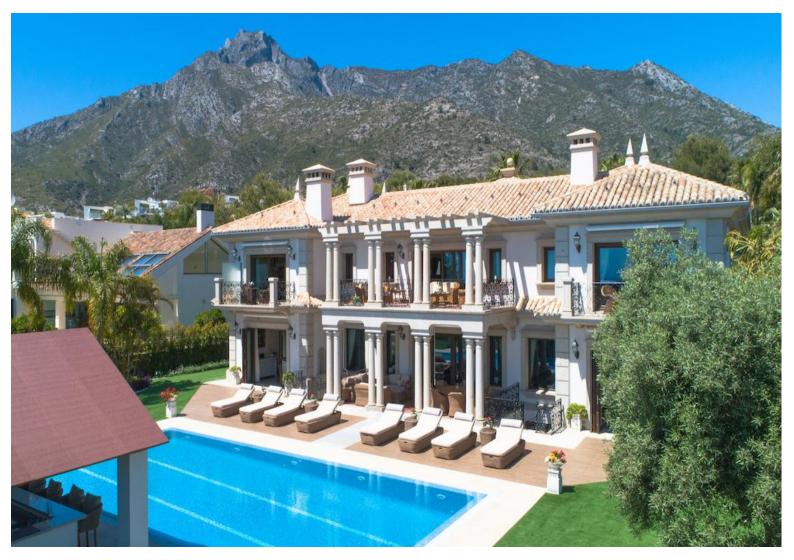
### WHO ARE WE?

Our extensive portfolio of exclusively managed properties ranges from a quarter of a billion euros to a billion euros at any one time, making Asset Folio a trusted partner when it comes to selling property.

Our reputation and extensive reach amongst a vast network of over 3,000 agents on the Costa del Sol via our agent portal, as well as an active overseas network of affiliates, allows maximum exposure for each property we promote.

That's why we are able to sell between 50 to 100 million euros worth of property each year.





AssetFolio, DIRECT





## WHAT MAKES US UNIQUE?

Asset Folio Direct is experienced in marketing and selling high-end homes owned by individual clients.

Selling a high-end home requires professionalism, attention to detail and excellent marketing. Our in-house marketing department offers comprehensive advisory services in the key areas of buying and selling property. We manage design concepts, pricing strategies, branding, marketing collateral and distribution to our network of over 3,000 national and international agents.









### **DIRECT LISTING CASESTUDY**

## VILLA25C

Modern and contemporary designer built property, using only the highest grade materials and finishes including the benefit of a ten year Structural Insurance Policy.

Location: Marbella

- Bedrooms: 5

• Bathrooms: 5 +2 guest toilets

- Price: €3,350,000

### MARKETING COLLATERAL

Professional Photography

Video

Brochure

HTML Emails

Social Media

Logo Design

Billboard

Landing Page

QR code

### VILLA 25C







AssetFolio, DIRECT

VILLA 25C

Contact: 952 908 120 info@assetfolio.com



### Asset-Folio\_ DIRECT



## Modern and contemporary designer built property

Villa 25C has 5 beautrful bedrooms en-suite plus 2 guest toirets, a spacious and bright lounge/dining room with large windows that shower the property's interior with copious amounts of sunshine and views over the golf course to it's fullest, together with a fully equipped designed kitchen.

DOWNLOAD A BROCHURE

#### Location

Strategically located in Marbella. Ideal for those who like to enjoy the comfort and luxury offered in Puerto Banus and Marbella and for golfers.













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### AssetFolio\_ DIRECT



# Cutting-edge fully renovated villa

Villa Rosas is a stylish, fully renovated luxury 5 bedroom villa in the heart of Nueva Andalucia, Located in a very large corner plot, the home enjoys a perfect setting in a prime location.

DOWNLOAD A BROCHURE

#### Location

Villa Rosas is situated in the heart of the Golf Valley, surrounded by some of Marbella's most prestigious golf courses.

LEARN MORE







Villa Rosas has been completely re-

## **DIRECT LISTING CASESTUDY**

## **VILLA ROSAS**

A stylish, fully renovated villa in the heart of Nueva Andalucia.

• Location: Altos de Puente Romano, Marbella

- Bedrooms: 5

• Bathrooms: 5

• Price: €3,995,000

### MARKETING COLLATERAL

Professional Photography

Video

Brochure

HTML Emails

Social Media

Logo Design

Billboard

Landing Page

QR code









### **DIRECT LISTING CASESTUDY**

## **VILLA CHOPO 266**

A spectacular villa in the heart of Paraiso Alto, strategically located in one of the most sought-after areas on the New Golden Mile, Benahavis, close to golf courses, international schools, beaches and all amenities.

· Location: Benahavís - Paraiso Alto

- Bedrooms: 4

• Bathrooms: 4

- Price: €1,950,000

### MARKETING COLLATERAL

Professional Photography

Brochure

HTML Emails

Social Media

Logo Design

Video







#### AssetFolio\_ DIRECT



#### Spectacular villa in the heart of Paraiso Alto

Distributed over three levels, Villa Chopo 266 is a striking 4 bordown home enjoying a large dining room and living room. The spacious kinchen features a large central island and breakfast area that benefits from the natural light of the bay windows and views of the banana tree.

DOWNLOAD A BROCHURE

#### The Location

Strategically located in one of the most sought-after areas on the New Golden Mile, Benshavis, close to golf courses, international schools, beaches and all amerities.









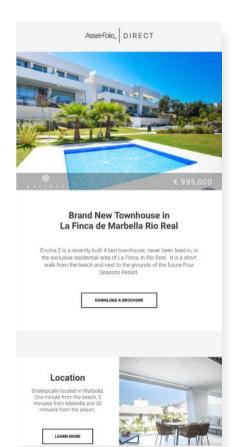




### ENCINA 2







## **DIRECT LISTING CASESTUDY**

## **ENCINA 2**

Recently built townhouse, never been lived in, in the exclusive residential area of La Finca, in Río Real, a short walk from the beach and next to the grounds of the future Four Seasons Resort.

Location: Río Real

■ Bedrooms: 4

• Bathrooms: 4

• Price: €995,000

### MARKETING COLLATERAL

Professional Photography

Brochure

HTML Emails

Social Media

Logo Design



AssetFolio, excl.









metrovacesa





## A TRUSTED PARTNER

Asset Folio Excl. manages the full promotion process for entire luxury developments, striving at all stages to provide maximum exposure so that they realise their investment potential.

We have gained the trust of high profile developers such as Grupo Vasari, Metrovacesa, Aedas, Aelca and a number of private equity funds.



# **THE WORLD**

CLIENT: Grupo Sierra Blanca Product Summary

• Location: Marbella - Golden Mile

Product Type: Off-plan Apartments

• Units: 112

Price: From €1.2MM to €4.1MM

- GDV: €220M



# **ALMINAR II**

CLIENT: Grupo Insur Product Summary

• Location: Marbella - N. Andalucia

• Product Type: Off-plan Apartments

■ Units: 44

• Price: From €299k to €645k

- GDV: €20M



# **AZURE VILLAS**

### CLIENT: Grupo Vasari Product Summary

• Location: Estepona - El Paraiso

Product Type: Off-plan Villas

• Units: 18

• Price: From €1.2MM to €1.4MM

- GDV: €23M



# **ALOHA ROYAL**

### CLIENT: IES Holdings Product Summary

• Location: Marbella - N. Andalucia

Product Type: Refurbished Apts

• Units: 49

• Price: From €265k to €415k

- GDV: €15M



## **RIVA RESIDENCES**

CLIENT: Metrovacesa Product Summary

• Location: Marbella - N. Andalucia

Product Type: Off-plan Townhouses

• Units: 44

• Price: From €950k to €1.2MM

- GDV: €7M



## **MIDDEL VIEWS**

CLIENT: Aedas Homes Product Summary

• Location: Fuengirola - Carvajal

• Product Type: Off-plan Apartments

■ Units: 129

• Price: From €380k to €791k

- GDV: €65M



# NOU

### CLIENT: Inversor Privado Product Summary

• Location: Benahavis - Res. de Alcuzcuz

• Product Type: Off-plan Apartments

• Units: 104

• Price: From €385k to €1.9M

- GDV: €72M



# SOUL

### CLIENT: Aedas Homes Product Summary

• Location: Marbella - Santa Clara Golf

• Product Type: Apartments & Townhouses

• Units: 200

• Price: Avg. €1,000,000

- GDV: €200M

## **CURRENT PROJECTS**

Our current exclusive developments include AYANA, a unique concept in resort development in Estepona, and ALYA MIJAS, a new contemporary development in Riviera del Sol.

These two exclusive developments combined have a total number of 227 units and a total sale value of approximately €155M.

























### **AYANA ESTEPONA**

### **CLIENT: Merlin Real Estates**

· Location: Estepona - New Golden Mile

• Product Type: Off-plan Apartments

• Units: 140

• Price: From €455k to 1.295M

- GDV: €120M

Asset Folio Excl. was contracted by Merlin Real Estates to advise on a piece of land they purchased back in 2006. The decision was made to develop a residential resort and Asset Folio Excl. won the commercialisation contract and was retained as an advisor helping with the resort and apartment designs, amenities, pricing and branding - developing a full suite of sales and marketing collateral and establishing an onsite sales office and show flat.





# **ALYA MIJAS**

### **CLIENT: Aelca**

· Location: Riviera del Sol - Mijas Costa

• Product Type: Off-plan Semi-Detached Houses

• Units: 48

• Price: From €380k to 450k

- GDV: €35M

Asset Folio Excl. was contracted by Aelca to advise on a new development of semi-detached houses in Riviera del Sol, develop the sales and marketing collateral and establish an on-site sales office and show home. Alya Mijas























# **NAYA RESIDENCES**

#### **CLIENT: Brosh Desarrollos Inmobiliarios SL**

- Location: Estepona Golden Triangle
- Product Type: Apartments & Penthouses
- Units: 88
- Price: From €735k to 1.35M

Brosh enlisted Asset Folio Excl. to advise on a new project of luxury apartments and penthouses within the prestigious Golden Triangle, including strategy, sales and marketing materials and to set up and staff an onsite sales office.

AssetFolio,...