

**More than
Residential.**



More than Residential.

Welcome.

Established in 1896, Knight Frank is the world's leading independent property consultancy with a mission to **'connect people and property, perfectly'**.

As experts in residential real estate in Madrid, our reach includes every level of the market - from the most exclusive properties in the city's most prestigious districts, to investor products for off plan sale.

Our offices in Spain form part of a global network of over 400 offices spread across over 60 countries.

We operate as one firm with shared values.





Connecting people & property, perfectly.

There's a human element in the world of property that is too easily overlooked.

At Knight Frank we build long-term relationships, which allow us to provide personalised, clear and considered advice on all areas of property in all key markets. We believe personal interaction is a crucial part of ensuring every client is matched to the property that suits their needs best.

Our approach has proven results, with more than a quarter century of growth and success in Spain. Knight Frank is also a recognised Superbrand, on the official list of best loved brands alongside Apple, Google, Coca-Cola and Amazon.

More than Residential.

Locally expert, globally connected.

Knight Frank has a proven track record in introducing and attracting international buyers and investors to Spain.

Our global reach is strengthening, with the expansion of Knight Frank's market-leading Private Office. Dedicated to transacting the world's finest properties, this specialist group of global property experts delivers a bespoke and personal service to private clients, family offices and wealth advisers around the world.

Knight Frank's global presence is strengthened by part-owned and associate offices around the world as well as a number of strategic alliances. The latter includes: a joint venture with ZIEGERT in Germany; Santos Knight Frank in the Philippines; Bayleys in association with Knight Frank in New Zealand; and Newmark Grubb Knight Frank and Douglas Elliman Knight Frank in the USA.



Knight Frank has championed the infinite possibilities of Spain for 30 years, and we continue to do so.

Our global sales network is involved with the most prestigious residential properties around the world.

Residential Property

Knight Frank has an unbeatable and in-depth knowledge of the residential property market in all areas of Madrid. We have a 50% market share of the prime market in Madrid. Our expertise in core residential is unrivalled, with more than 1,800 properties under mandate. Our market knowledge and research is 100% up to date.

Operating in Salamanca, Jerónimos, Chamberí, Almagro, El Viso, Centro-Justicia, Moncloa-Aravaca, La Moraleja, Knight Frank has more than 200 exclusive mandates per year in resales and is currently marketing the best developments in Madrid. We also offer a specialised core residential service for new developments out of M30.

We work with clients from first-time buyers to multi-homers, to experienced property investors and developers. We also advise on a wide range of properties, from city apartments to large property

portfolios and trophy assets. Our expertise spans re-sales of individual homes to new build projects in all areas of the city. Because every property transaction is unique, our service is tailored to match the individual needs of our clients.

Our specialist knowledge includes the PRS market. We consult on individual blocks to master plans covering thousands of units on behalf of investors and developers, providing professional consultancy advice tailored to ensuring the best possible long term performance of assets.

Our recent strategic alliance with Douglas Elliman Fine Homes has created the world's largest interactive and connective network for luxury properties and enables us to provide a single market view, consistent expert advice and exceptional service on a global scale.

For many of our clients, Knight Frank is a lifelong relationship, with two-thirds of our business being repeat business. Our clients value stability and a sense of belonging, so why go anywhere else?

OUR SERVICES:

Knight Frank provides sales, management, marketing and consultancy services for:

- RESIDENTIAL DEVELOPERS
- RESALE RESIDENTIAL PROPERTY
- LAND
- VALUATIONS
- INVESTMENT
- PRS



Setting new standards for property in Madrid.

This is a very important moment for Madrid. Investment and interest in the city are at historically high levels, with Proyecto Madrid Centro dramatically enhancing the street scape in the centre.

In the last year the average land price per sqm has risen by 5.6%, with the highest land prices in Madrid, Barcelona, and Baleares. In metropolitan areas, house prices rose by 3.2% to an average of €1.288 per sqm.

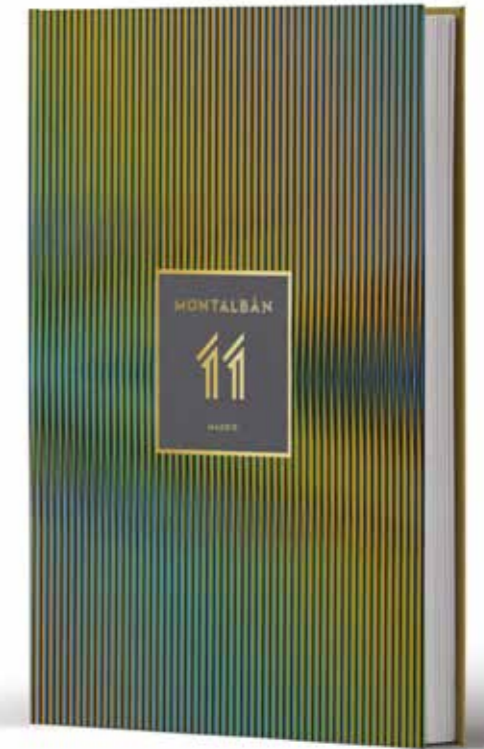
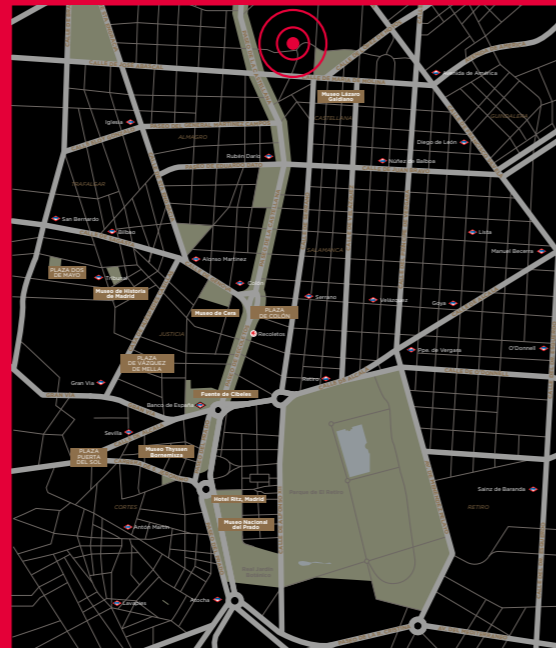
In Madrid, the scarcity of fully permitted land has increased the prices of the remaining land available. Certain areas, such as Valdebebas, have land price increases of more than 70% in three years.

The price of fully permitted land increased by 14% in the last year.

Knight Frank are leading the way for developers, investors and private purchasers.

Montalbán 11

Live in a work of art surrounded by the very best of the city.



Montalbán 11 sits in a prominent position in one of the city's best neighborhoods: El barrio de Los Jerónimos, between Retiro Park and the Royal Botanical Garden and known as 'little Paris' because of its historic building façades. This historic building is protected by Madrid's Office of Historical Heritage.

Located within the Art Triangle, Montalbán 11 neighbours the world-famous Prado Museum, the Reina Sofía National Art Museum and the Thyssen-Bornemisza Museum. It is therefore a perfect place to feature several important new works by world-renowned artist Carlos Cruz-Diez within each apartment and in the building's communal spaces- a first for Spain.

Its ten outstanding residences feature ultra-specification, contemporary interiors that integrate design, art, architecture and amenities to create an exceptional lifestyle, and a new icon for Madrid.

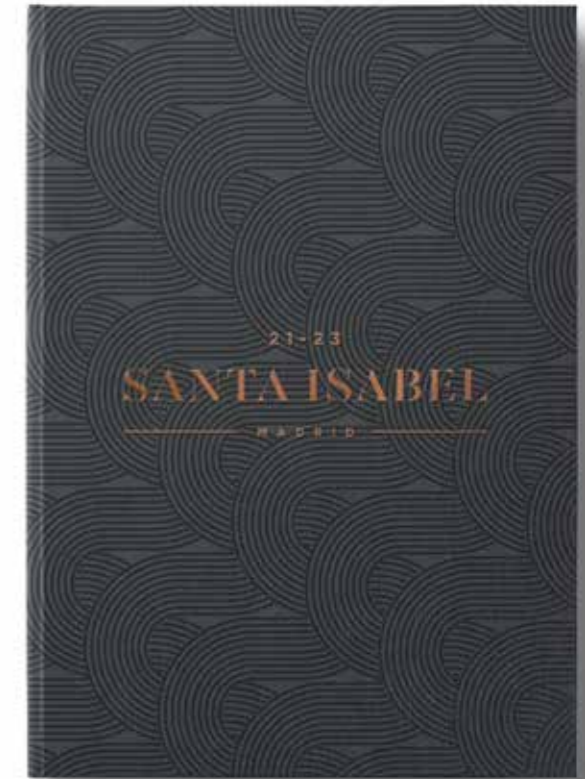
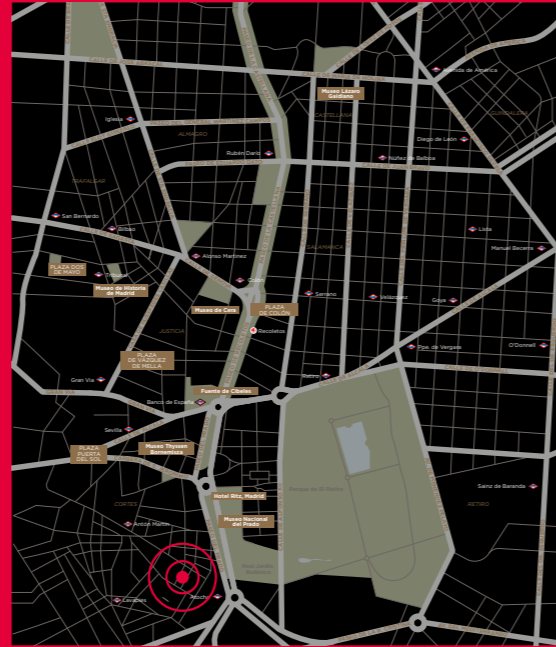
ADDED VALUE

- SOLD OUT WITHIN 8 MONTHS
- TRIPLEX PENTHOUSE RELEASED FOR SALE IN 2019 - ONE OF THE FINEST RESIDENCES IN SPAIN
- CHALLENGE TO PIONEER AND ADD VALUE THROUGH THE FIRST INITIATIVE OF ARCHITECTURE + ART IN SPAIN



21 - 23 Santa Isabel

A new beginning for this historic address.



The total renovation behind the historic façade of 21- 23 Santa Isabel has created spectacular residential apartments in Madrid Centro, one of the city's most exciting and vibrant residential and cultural pockets.

Santa Isabel enjoys a privileged position in Madrid Centro between Retiro Park and the Royal Palace, the Paseo del Prado and the Puerta del Sol – and just steps from the world-famous Reina Sofia Museum.

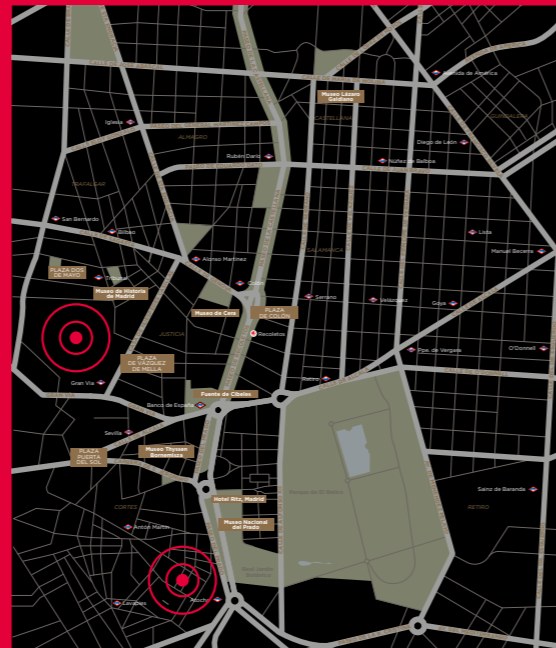
Twenty-four, 1 to 3 bedroom apartments with the finest specification, beautifully landscaped garden areas, underground garage parking and a fully equipped gym are set within a magnificent restoration of the historic façade, courtyards and central staircase to their original grandeur.

ADDED VALUE

- INTEGRATED 'BEST IN CLASS' APPROACH TO MARKETING INCLUDING A SERIES OF INTERIOR DESIGNED SHOW APARTMENTS, SOLD FULLY FURNISHED
- BRAND IDENTITY CAPTURING THE SPIRIT OF MADRID CENTRO AND THE EXCEPTIONAL RESTORATION AND REDEVELOPMENT OF 21-23 SANTA ISABEL
- INTEGRATED RETAIL CAMPAIGN
- 23 APARTMENTS SOLD; PENTHOUSE PENDING



Four Seasons Private Residences Madrid



Four Seasons Private Residences Madrid will provide a completely new concept of luxury as part of the 'Centro Canalejas Madrid' mixed-use project in the historical centre of the city: fresh, modern yet still rooted in Spanish history.

The Private Residences comprise 22 luxurious residences by Four Seasons Hotels and Resorts sitting atop the new 5-star Four Seasons Hotel. With impressive views of the city and unparalleled interiors by internationally renowned interior design studio Luis Bustamante, these homes will provide peace and privacy whilst allowing residents exclusive access to the services of Spain's first Four Seasons hotel.

ADDED VALUE

- AGENCY CONSULTANCY AT ALL STAGES OF DEVELOPMENT AND SALES
- ADVISED ON RESIDENCE CONFIGURATIONS FROM THE VERY BEGINNING OF THE PROJECT
- ALL APARTMENTS RESERVED BEFORE THE LAUNCH



Neinor Homes

New build developments

Neinor Homes acquires, develops, manages, rents and sells land and homes for residential use in Spain. Together with the management team, more than 270 professionals of the highest level form Neinor. Their mission is to deliver the most ambitious residential development project that has emerged in Spain in recent years, with more than 1,800 million euros of assets.

Specializing in residential development of first and second quality homes, Neinor Homes concentrates its activity in the markets with the highest demand and lowest stock, with a special presence in Madrid, the Basque Country, Catalonia, Andalusia, the Balearic Islands and Levante and with offices in Bilbao, Barcelona, Madrid, Córdoba, Valencia and Málaga.

ADDED VALUE

- OFF PLAN SALES OF UP TO 100% OF THE DEVELOPMENT
- TRUSTED ADVISOR TO SPANISH AND INTERNATIONAL INVESTORS
- AGENCY CONSULTANCY AT ALL STAGES OF DEVELOPMENT AND SALES
- SHARED RESEARCH AND EXPERIENCE OF NEW BUILD PROJECTS ACROSS KNIGHT FRANK'S GLOBAL NETWORK



ALEA HOMES
84 UNITS
100% SOLD 6 MONTHS BEFORE COMPLETION



DEHESA HOMES
76 units
100% sold



BULEVAR HOMES
119 UNITS
40% SOLD IN PRE-COMMERCIALISATION



AMARA HOMES
316 UNITS
30% SOLD IN PRE-COMMERCIALISATION

Locally expert, globally connected.

Knight Frank produces market-leading research on the residential sector, highlighting trends and forecasts - keeping you ahead of the market.



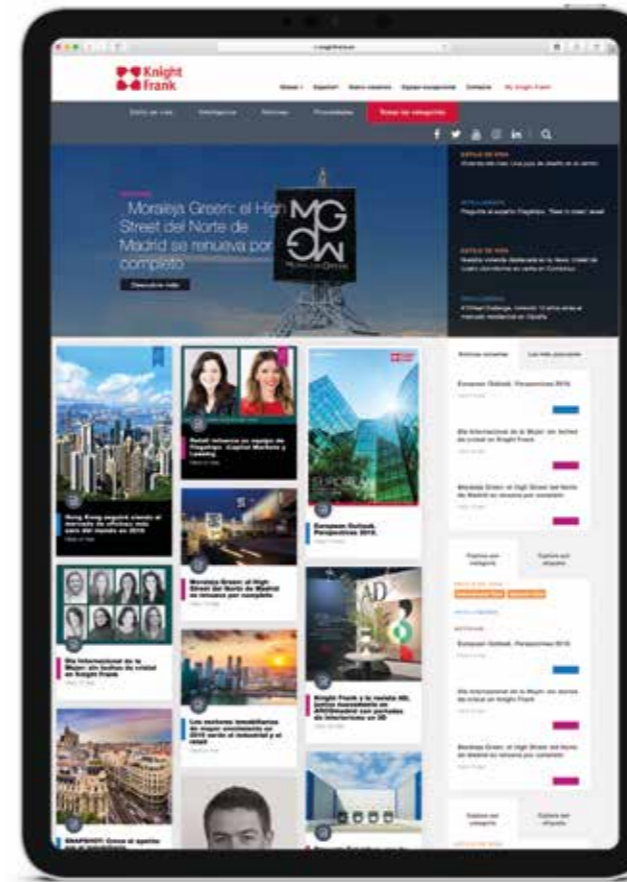
International View



Inside View Spain



Private View



knightfrank.es/blog

In these fast-moving and challenging market conditions, providing our global client base with an excellent service and sound advice is central to everything we do.

One way we provide this is via our online online blog knightfrank.es/blog - compulsory viewing for the best properties, latest research and powerful interviews from both commercial and residential perspectives, from around the world.



Wealth Report



Spanish View



Global Cities

Residential Property Marketing

Tablet & Smartphone App

Knight Frank's pioneering iPhone and iPad app enables potential buyers to use the Global Property Search wherever they are.

Since the app launched in May 2010, more than 140,000 people have downloaded it, and just under 2,000 people use it daily. Of these users, over 12% spend at least 10 minutes on the app per session, and often up to 30 minutes at a time.

Users are able to view properties in 18 different languages, making the app extremely popular internationally. On average, 53% of app downloads are from international users. In the last 12 months, it has been downloaded by people from 111 countries. The app has also increased traffic to the Knight Frank website, with 15% of all website visits now originating from it.

Google Analytics

Through our Business Intelligence Unit we are able to track weekly activity on our website and the effect key political and economic global events have upon capital flows. This allows us to provide market-leading advice to our clients.

Portals

We work with the main property listing portals, including portals with proven results for Madrid including fotocasa.es and idealista.com

Social Media

Well-planned, strategic social media campaigns help us to develop relationships with potential purchasers. There are a number of routes to reach and cultivate these relationships:



Facebook

A branded Facebook page can incorporate branded video clips and other engaging media, and is a platform from which to publicise launch events and latest news.



Instagram

Instagram is like a simplified version of Facebook, acting as a platform from which to publicise launch events and latest news. It is particularly strong as a showcase for engaging imagery and video.



Twitter

Planned and structured activity is published in order to grow a loyal group of active and engaged followers. This will often include journalists and others with local interest. It can synchronise with other platforms such as Facebook and LinkedIn.



YouTube

Video campaigns can be uploaded to YouTube and used to drive interest to the development website.



LinkedIn

A branded LinkedIn page is used to grow a targeted network and utilise the LinkedIn events application to set up and promote launches. Tweets can be synchronised so that they automatically update the LinkedIn status.



By 2015, five billion people were connected to an ever-simplifying network of mobile, fixed and broadband communications.

Source: Knight Frank Residential Research

Knight Frank's Database

Our exceptional database of active buyers and sellers sets us apart from our competitors.

- Knight Frank owns and maintains the RPS Database of residential property buyers/investors that has been customised for our residential and new homes sales teams
- Live purchaser requirements in prime central Madrid are actively serviced
- The database is networked across Knight Frank brokers in over 60 countries, thereby providing a live platform for real time global transactions
- RPS allows us to actively manage our contacts and databases to ensure our brokers are proactive in their sales approach. It allows for cross-selling between teams and local offices – a significant feature that increases co-operation and promotes sales
- As a pro-active team, we contact each client personally, and schedule one-to-one meetings targeted to buyers' specific requirements



International View

- Annual Knight Frank publication published in April showcasing the finest luxury properties on the market around the world
- Over 25,000 English printed copies have been distributed through Knight Frank's regional and international network of offices to prospective buyers, vendors and investors



Spanish View

- Annual Knight Frank publication produced by the Madrid office showcasing the finest Spanish properties
- 10,000 copies printed in Spanish

We are your personal property experts.

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