

International sales boom by 13.5%

Newly released data from the Spanish Ministry of Development (Fomento) has shown a 13.5% year on year increase in international purchases of Spanish property. The strong sales figures are for the January to March 2017 quarter and are a good indicator for international sales for the remainder of the year.

In total, 21,096 Spanish properties were sold to international buyers during the three month period. The figures indicate that well over 80,000 homes will be sold to non-domestic buyers before the end of the year.

Regional insights revealed

The government figures separate out domestic versus international sales on a regional basis. Overall, international purchases account for nearly one in five transactions. However, that figure is significantly higher for many Spanish regions.

Alicante tops the table when it comes to the proportion of properties sold to foreigners, with 51.4% of all sales classed as international. That's followed by 46.5% in Santa Cruz de Tenerife and 34.2% across the Balearic Islands.

Kyero's [foreign sales recovery flash report](#) provides further regional insights. A total of six areas enjoy sales to foreigners in more than 25% of transactions, while the figure is over 10% in 14 regions. The data offers excellent insights for agents looking to tailor their sales service to suit differing regional requirements.

Areas on the up

Also exciting for agents is the ability to see how much each region's foreign sales have changed over the past year. Lleida has enjoyed growth in international sales of 53.1%, Castellón's foreign sales have risen by 42.7% and those in Girona by 41.7%. Being able to view areas of particular interest in this way offers valuable insights to those seeking to capitalise on foreign interest across Spain's different regions.

Excellent news for agents

The booming international sales figures are great news for agents and serve as a stark reminder of the need to court international buyers as well as domestic ones, particularly in certain regions. International purchases have increased every year since 2009 and the Q1 figures indicate that the trend is set to continue in 2017. That's despite Brexit and concerns over UK buyers; it seems that even in the face of the UK's wobbles, the lure of the Spanish market is more than attractive enough for international sales to continue to boom.

What next?

It's been a promising start for 2017, so far as international sales are concerned. As the year progresses, we will keep you up to date with the latest trends through our monthly reports, along with regular insights into the latest Spanish property market movements.

How European buyers are neutralising the Brexit effect

With British buyers so important in the international buyer mix, the impact of their decision to leave the EU could have been disastrous.

But Kyero's data experts have seen some positive trends over the last 17 months. While Brits do now make up a smaller proportion of our visitors – 24% compared to 30% pre-Brexit – UK traffic has actually increased by 20%.

That's not to say there haven't been some bumps along the way. While the referendum didn't have a noticeable effect, the UK general election in May and the significant fall in the value of Sterling over the summer this year both resulted in big drops.

This is a useful insight into what really matters to British buyers. Although they are clearly still interested in Spanish property, political uncertainty and affordability are key drivers when it comes to buying property abroad. No surprise then that UK enquiries have fallen by around 10% since Brexit.

Big growth in European visitors

But if UK buyers have become more cautious since June 2016, the rest of Europe has more than made up for it.

Kyero's European traffic has shot up by 41%, with a steady 20% year on year growth in the number of enquiries. These enquiries are worth more too, with the average price up 17% since Brexit, to €221,000.

The result is that despite the UK's impact, overall the outlook for the Spanish property market is good – net traffic is up by an impressive 35%, with the increase in net enquiries smaller but still encouraging at 6%.

Even the fact that house price growth has been fairly muted in the areas most popular with international buyers – provinces such as Malaga and Alicante, for example – hasn't negatively impacted the market. Instead, the gap between asking prices and buyer budget has reduced, which is a very positive sign for the future.

Change your focus to boost your sales

In conclusion, it's fair to say that on the surface of it at least, we've had a very good Brexit so far. The mix of nationalities may have fluctuated over the last 17 months, but traffic and enquiries have grown strongly.

The trick now is for our agents to adapt to how the international buyer profile is changing. Focusing solely on British buyers is no longer a safe bet. Instead, it is the diverse mix of young multilingual European buyers who will be having the most impact on your bottom line.

Understand what they're looking for and how you can provide it, and you might find Brexit was the best thing that could have happened to your business.

(Posted on November 24, 2017 in Agents by Jade Wicks)

Catalunya Continues to be still one of the best cities in Europe

Our Opinion

“Catalunya is / will continue to be one of the most beautiful regions in Europe and Barcelona one, if not of the world’s most attractive cities, both for lifestyle, vacation, and business.

Its earned global recognition thanks to its progressive outlook, its unbeatable location, its superb infrastructure, Amazing and breathtaking architecture and a quality of life that is arguably unrivalled elsewhere in the world”

Find out about the new Catalan rental reference index

The Generalitat de Catalunya is about to approve **the creation of a benchmark of the rent with the objective of giving transparency to the market, to facilitate the stability of the prices and to be able to mobilize the empty stock of existing houses.** The model already works successfully in Berlin or Paris. In order to provide you with more information, habitaclia has consulted the UNESCO Chair of Housing of the Rovira i Virgili University in Tarragona, a housing research team that has acted as rapporteur on the commission to set the criteria for future lease legislation Urban residential areas (LAU) in Catalonia. Within the team of Dr. Sergio Nasarre,

Current situation

The rental market in Catalonia and Spain is dysfunctional, expensive and of poor quality and **requires regulation that provides stability and affordability / profitability to the parties and also offers transparency and security to the market** . As you know, **rent is no longer the option of access to housing for those people who can not own.** Currently, private rental in Catalonia and Spain is inaccessible to the average citizen and even more so for people with limited economic resources. Thus, a person who collects the Minimum Interprofessional Salary (€ 707) must allocate more than 115% of his income to the rent (average rent of € 815), and a family with the usual salary (€ 1,250 / month) Of 65% to the payment of their home, When recommended internationally is not to exceed 30%. **This contributes to Spain having one of the lowest rental rates in Europe (15%), with a black market of 46% and 3.5 million empty homes.**

Why a rental benchmark

STABILIZING The adoption of a system of tables will stabilize rental market rents , as is done in many European countries: Austria, Germany, Switzerland, France, Belgium, Czech Republic, Denmark, Italy, the Netherlands and Sweden.

KNOWING THE PRICE Its ultimate purpose is to achieve a more affordable rent , but at first it will help that this little by little can adapt to the reality of the market, since both lessor and lessee will know what the market price for the Housing that they intend to rent in a particular city or area.

AVOID EXCESSIVE REVENUES It is intended to avoid that excessive revenues can be imposed for certain characteristics and a specific area , which, in turn, will prevent the average incomes, which make up said tables, uncontrolled. The model proposed is inspired by the one applied in Germany for decades, specifically for 95% of the rent in Berlin.

How it will work

The reference index of the rental prices of housing in Catalonia will mark the price per square meter. For this you must take into account the market price, square meters, the age of the building, the characteristics of the apartment (if it has been renovated, if it has furniture, heating, air conditioning, elevator) and its location.

What is sought is to offer transparency to the market, that all citizens know what the offer is and that within a neighborhood can see what are the variations of prices according to the house and its characteristics.

For this purpose, the current rental prices available through the INCASÒL bail deposits can be used and allow the market rent prices to be respected, applying the corresponding correction coefficients according to the specific characteristics Of each dwelling.

This system of referenced income can be applied in areas with strongest and proven demand, which in principle in Catalonia would be about 115 municipalities.

In addition, each City Council will have to decide whether or not to accept the price tables designed by the Generalitat according to these criteria already mentioned. Therefore, this double requirement must be met: be a municipality with proven demand and the City Council approve.

A good tool to display this data in a complete and simple way for the citizen would be an interactive map that could be consulted by entering the address of the apartment and its specific characteristics , as is done for Paris rentals.

Advantages for owners

– As they will be market reference prices, the owners will have the peace of mind of being able to rent the house to tenants who will have no reason to go to another house of the same neighborhood because all will have a similar price, thus loyalty to the tenant .

– The owners can raise the rent beyond the price tables if they decide to rehabilitate and improve their homes. Taking into account that a large part of empty housing is in poor condition, it is intended to encourage owners to

rehabilitate housing , raising the rent above the benchmark if they do so, as long as it benefits the quality of life of the Tenant, allowing them to recover the investment in rehabilitation in nine years.

– **The rent will never be out of date or out of the market** , since they will always be charging the same as the other owners with similar homes in the same area.

The market splits in two

Signs of British nerves are drowned out by a European show of force.

February continued 2017's bouncy start, with over 550,000 people visiting [Kyero](#). They generated just under 62,000 sales leads for our agents, a 25% annual rise.

Looking back over a year of double digit growth, I'll admit it was becoming hard to pick out the real strengths and weaknesses in the international market. When every indicator is green, it's tough to separate trends from threats.

However, I think March 2017 will mark a change of narrative.

European buyers step on the gas

Spain has always put a focus on British buyers, but it's easy to forget they account for just 1 in 5 foreign sales. Most market statistics break buyers down by country (putting Brits forever in the no.1 spot), but European buyers are a much bigger market.

Overseas buyers start 2017 in buoyant mood

Posted on February 9, 2017 in [Analysis](#) by Richard Speigal

January sets the pace for the Spanish real estate calendar, and this one started well.

The New Year is a strange time for a property portal.

The Santa Effect leaves very little for realtors to talk about in December. Then almost on the stroke of midnight of January 1st, we are jolted by a traffic surge as buyers emerge from the festivities to resume their property hunt.

January is the third busiest month of Kyero's year (the peaks are in July/August when buyers visit Spain) and we treat our performance now with great seriousness. It's a signal of what's to come.

Buyer enquiries up 36%

Easter in Sitges – Semana Santa

Easter in Sitges marks the return of the party/holiday season to the Village here in Sitges.

After its brief Siesta since Carnival (normally late Feb early March), Easter sees an influx of international visitors and the bars, clubs and restaurants open up their doors again for the Spring/Summer Season.

SITGES EASTER 2017

Easter in Sitges 2017 takes place from Thurs April 13th – Mon April 17th

DON'T MISS

Lady Diamond's Easter Hunt Party on Easter Sunday in [Parrots Pub](#) is one of the best afternoons out in Sitges! Prizes, songs and a sunny easter terrace!
From 6pm

Sitges Vintage Car Rally 2017

The Barcelona to Sitges Vintage Car Rally takes place annually in March here in Sitges

Cars from the pre-1920's compete in one of the most glamorous races in Catalunya along the coast road to Sitges.

SITGES CAR RALLY DATES 2017

The Sitges Car Rally – Rally de Sitges is expected to take place in March/April 2017.

MAIN PARADES

The route is from Barcelona to Sitges. The cars are on display in Barcelona the week before.

Cars arrive at the port by 1pm
The route finishes at La Fragata

Its a great atmosphere

Sitges Fetish Week 2017

Look whats new here in Sitges

Sitges first Fetish week takes place in March 2017. The inaugural event will feature some of the hottest parties from the fetish world with the best DJs! Guest porn and fetish stars have also been invited!

Sitges Fetish Week 2017 takes place from the 23rd to the 25th of March 2017.

EVENTS

Europe's top Fetish Parties will hold themed nights during the event.

The Organic and Bunker clubs will be redesigned to provide one big cruise zone. And the first Mr Fetish Sitges will take place during the event. Social activities will also include a gala fetish dinner, fetish cocktail hour and more.

Sitges Carnival – Carnaval 2017

Its nearly thats time of the year again !!

Sitges Carnival is one of the world's top 10 carnivals and attracts more than 250,000 people to Sitges over 7 days with amazing parades, shows and parties. This is one Winter festival you don't want to miss

ARNIVAL DATES 2017

Sitges Carnival 2017 takes place from Tuesday 21st of February – Wed 1st of March.

DISCOVER SITGES WILDEST PARTY.

Carnival has to be Sitges' wildest party. Even though it is on in February it is still the hottest party in town! On the most popular days you will find thousands of partygoers dancing on the major streets across the town. The busy months of July and August look positively dead! Gay boys and girls from the 4 corners of the world descend on our little town and party the week away!