

# The Front Desk



July 2007

Welcome to the July issue of The Front Desk – it is a little late this month as I have been taking a short break with family who have come over from the South African winter to enjoy some hot sunny weather.

The weather forecast for the next ten days is showing uninterrupted sunshine. Interestingly the Spanish talk about the weather as much as the British. If you want to get into conversation with your friendly barman or waiter, you need to know “mucho calor!” – it’s hot. Hopefully, you will not often have to say “mucho frio” – it’s cold – or “mucho lluvia” (pronounced yoo\_vee\_a) – it’s raining.

## White Van Men

Visitors will now be able to see Rodd and Jamie in their smart new, white, Berlingo vans, adorned with the HPS logo. However, I expect them to be much more courteous than the traditional “white van man”!!! We are now able to transport staff and materials easier, as well as portraying a more professional image of the company.

## New Venture for HPS

Having cleaned the inside of apartments and villas for over ten years, we have now won a contract to clean the communal areas in one phase of an urbanisation on the edge of San Pedro de Alcántara. To give owners at Los Arqueros an idea of the scale of this work, it is about the same size as El Lago.

Working closely with the long-established administration company, we hope to win the work for additional four phases of the urbanisation as these become available for contract tender. And, for the future, we hope that this partnership will allow us to compete on our home turf – principally Los Arqueros – for the provision of community administration services in competition with the existing players including Taylored Services and Sagesa.

## Property Prices in Spain

Michael and I are often asked about how prices are moving. As we are involved in maintenance and rental, it is difficult for us to give an informed opinion. However, it is interesting to read the many articles appearing in the press and on the internet. The opinion of pundits seems to range from “the market is in free-fall” to “the market is poised for its biggest price growth ever”.

One interesting website is the following, which might be of interest  
[www.spanishpropertyinsight.com](http://www.spanishpropertyinsight.com)

**Tel: (0034) 952 78 49 83 (3 Lines), Fax: 952 78 34 08**  
**Emergency Helpline: 00 34 606 97 58 33**

Web site: [www.spanishrental holidays.com](http://www.spanishrental holidays.com) E-mail: [enquiries@spanishrental holidays.com](mailto:enquiries@spanishrental holidays.com)

**Head Office Address:** HPS Property Services Siglo XXI (SL), C/ Dr. Esteban San Mateo, Nº 10, Local E, 29670, San Pedro de Alcántara, (Málaga), España.  
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## **Holiday Rentals**

Our travel consultant in the UK tells us that the traditional Spanish Costas are not the “in” destination for holidays this year. The Costa de la Luz and other “new” areas of Spain, Croatia and Bulgaria are the more popular destinations.

In spite of this we are continuing to receive a high number of holiday rental enquiries through our website – about ten a week, which is as many as we were receiving in a year before Michael acquired the business. However, very few of these convert into bookings, due mainly to price.

In order to address the price issue, we are now marketing properties in sterling (without the imposition of IVA), if these are booked via our UK company, Spanish Rental Holidays Limited. However, in order to be price competitive, you cannot beat marketing the property directly. Here is the advice that we give new clients:-

***Our most successful rentals owners combine our efforts with their own for promoting their properties. The substantial advantage of marketing the property yourself is that you can be more flexible in your pricing and you will be able to minimize your liability for IVA (Spanish VAT) and Spanish rental tax. Additionally, you will not have to pay us a sales commission – you simply pass the clients over to us and we look after them and we will look after all the administration for you.***

***Your own promotions can be via holiday websites such as [www.spain-holiday.com](http://www.spain-holiday.com), [www.costavacations.com](http://www.costavacations.com), [www.daltonsholidays.com](http://www.daltonsholidays.com), [www.holiday-rentals.com](http://www.holiday-rentals.com) and [www.villarenters.com](http://www.villarenters.com) or by using hard media such as Loot, Villa magazine, Lady, Daltons Weekly, or local newspapers. Many of these media are inexpensive with the website promotions being around 150 € for a whole year. We have clients achieving 20 weeks plus using this combination.***

## **Long Term Rentals**

Enquiries for long term rentals, principally from the “life-style change” market have also been buoyant. In these cases, the prospects are looking to rent while they find the home of their dreams or wait for it to be built. In the past month we have rented several properties to this market. However, the enquiries tend to be very specific for understandable reasons – family size, schooling, place of work, etc, whereas in the holiday market the principal requirement is for good accommodation and a pool!!!

## **¡Viva Las Rebajas!**

Exciting times here in Spain. The Summer Sales are underway and continue right up until the end of August, so come on down and grab yourself a bargain. Just about every store has great sales on from the boutiques of Puerto Banus, to most of the stores in the large shopping centres. Generally all of our clients rate the La Cañada shopping centre in Marbella very highly and the shops are said to rival even some of the large UK chains. I certainly cannot resist a bargain, so I may see you out and about!

Wherever you are, please enjoy your summer. Until next month.

Hasta Luego,

*Beverley*

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