

Asset Folio is excited to be opening our second Spanish luxury real estate operation. In March 2016 we will offer a permanent presence for our clients at Moraira on the Costa Blanca,

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Company News



Asset Folio is excited to be opening our second Spanish luxury real estate operation as of March 2016-we will offer a permanent presence for our clients at Moraira on the Costa Blanca.

Having-established a reputation for-professionalism-and attention to detail on the Costa del Sol, Asset Folio have identified the next shift in global investor demand encompassing the coastal areas of Moraira, Javea and onwards to Altea.

WHAT MAKES US DIFFERENT?

We bring a-completely-different approach to the property industry. With an analytical view to the market, we pride ourselves on a careful selection of the products offered to our clients, whether individual properties or entire developments.

With a business ethos entirely centred on the client and a committed work ethic, we have quickly become renowned and respected for our intimate knowledge of the market.

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OUR PRODUCTS & SERVICES:

For our clients and Affiliates:

- Preparing complete and ongoing market analysis of comparable new developments and re-sales
- Providing local agents access to online property exclusive to Asset Folio through our affiliate programme- <http://www.assetfolio.com/affiliates/home/>
- Offering clients the most current and latest property and-investment-options.
- A door to door tailored viewing service.

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For Developers-

Our Key Services Include:

- Preparing complete and ongoing market analysis of comparable new developments and re-sales
- Providing input regarding diversity of product type, unit mix, sizes, and layouts
- Recommending an amenities programme designed to attract the target buyer
- Selecting branding, design, public relations and advertising partners
- Developing and assisting with the implementation of a marketing and advertising plan
- Coordinating design and production of all sales materials, including brochures, signage, website and advertising
- Providing guidelines for the design of the show flat and sales centre
- Preparing pricing schedules and amending as needed
- Managing all contact with a local and international agent network
- Implementing and managing direct sales and marketing channels

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Project Feasibility:

With our intimate knowledge and experience of the real estate industry Asset Folio is able to both identify and assess the

feasibility of potential projects from distressed debt takeovers right through to complete new build developments.

This process includes:

- Intensive research and production of comprehensive evaluation documents
- Producing full and exhaustive commercial and valuation assessments
- Accurate price bench-marking for both first assessment and market rate offerings
- Valuation maximization and exit strategy recommendations

Additionally we are well positioned through our strategic partnerships to offer recommendations and implementation on different investment vehicle structures to suite different investor participation scales.

Marketing:

Once feasibility has been assessed we then proceed to the packaging and initial marketing stages. This can be either for an

initial equity raise using our network of clients, including institutional and professional investors worldwide, or a full retail marketing strategy for which we have years of experience acting as full exclusive commercializing agents (promoters) for projects.

We maintain an in-house team for this to quickly and effectively implement marketing strategies, following a variety of certain

proven business models.

Sales:

As an exclusive sales agent we employ all necessary routes to market including local and international direct marketing channels

as well as leveraging external agent networks, in order to achieve a broad global distribution. This enables us to sell the product

within the established target time frame and profit margins.

We have a comprehensive agent network in the UK, Europe and Middle East, and run regular seminars in these areas to proactively offer products directly to investors and clients.

Locally we can set up and staff on site Sales Offices and leverage our network of local real estate agents to target their clients

as well as managing client registration, sales tracking and sales administration through to the Notary stage.

With 2 new exclusive villa and apartment projects soon to be launched please sign up to our weekly-newsletters-to keep up to date.