

Embracing the ultimate end-user and their evolving demands is one worth taking to achieve target returns.

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Emerging Trends in Real Estate - Europe 2020

Many survey respondents believe returns – as well as market liquidity – can improve if they take account of the bigger urbanisation and demographic trends and attempt to invest through the cycle.

To that end, the boundaries between traditional and alternative real estate are being blurred. The significance of alternative real estate is not simply the capital it attracts but the way it has helped advance the idea of property as a service, and turn practitioners into. At the same time a blurring of the boundaries between real estate and real assets – especially transport infrastructure – is encouraging investors to examine more closely how their buildings will be used and how cities may develop.

For many of the industry leaders canvassed for Emerging Trends Europe, the opportunities extend beyond large-scale public infrastructure. Many respondents believe that they need to factor in the harder-to-define solutions and cultural changes that are already “transforming urban mobility”. They also acknowledge that, further out, long-term investment needs to reflect the adoption of electric and autonomous vehicles.

There is also an expectation amongst respondents that smart mobility, like big ticket infrastructure, can be a catalyst for

urban regeneration.

With a number of real estate sectors undergoing significant structural change, many interviewees regard investing in housing and hotels as a sound, defensive strategy at this point in the cycle, supported by long-term urbanisation and demographic trends.

As the Emerging Trends Europe survey has highlighted over the past few years, these sectors are at the forefront of the industry's transformation into becoming a service industry. There is a recognition that the industry sector that funds, builds and operates the spaces in which we live, work and play, is starting to embrace complexity and respond to its role as part of society's infrastructure.

Survey results suggest the industry believes that the enhanced complexity and operational risk that comes from embracing the ultimate end-user and their evolving demands is one worth taking to achieve target returns. The latest survey and interviews suggest a blurring of sector boundaries as part of a bigger investment picture in which mixed-use assets, improved transport connectivity, greater use of technology and smart mobility solutions are all seen as integral to the economic growth of Europe's cities and the investment potential of its real estate.

One such project that has visioned this movement into the live, work philosophy is [Soul Marbella](#) set on a spectacular plot of 120,000m² and completely surrounded by Santa Clara's Golf course, Soul Marbella is one of the very few master plan developments in Marbella, providing buyers with an extensive choice of different property types including individual townhouses and villas, as well as apartments & penthouses.

This secure gated community is divided into 5 phases and will have a total of 200 luxury properties all enjoying a host of 5-star resort facilities including a central pool boasting an impressive total of 30m of waters' edge, fully equipped gym with top of the range equipment, indoor pool and spa, onsite cafe-bar, co-working area and a host of concierge services.

For more information or to book a private tour please email us at [please book me a private tour of Soul Marbella](#)

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