

## Living the Lifestyle

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New Developments, Spanish Real Estate News, Marbella Real Estate News



The Costa del Sol continues to experience phenomenal demand for luxury property, with new developments seemingly announced every week to cater for that demand. The new breed of property investor, however, wants more than just a communal swimming pool, private parking and attractive landscaped gardens. The new trend in the property market has been the addition of the type of facilities and onsite services that you would expect in a five star hotel. In a marketplace as competitive as high end property, developers have been quick to realise this can make all the difference when it comes to a that final investment decision.

The most obvious options that developers have been incorporating are the communal facilities. Twenty years ago it was enough to have a heated Olympic sized swimming pool, a few exercise bikes, yoga mats and free weights in an unappealing “gym room” and a sunbathing area.

The leisure and fitness facilities available in the modern developments rank with some of the best health centres. Fully equipped and staffed gyms with personal trainers, yoga rooms with specially designed wooden floors, indoor and outdoor lap pools, Pilates, running trails around the development with outside exercise equipment are just some of the options. If your children need to burn off energy and perhaps give you a little slice of “me time”, several have kids’ areas and activities.

For those wanting to take a more holistic approach there are spas that include hydrotherapy, saunas, steam rooms,

authentic Hammans and huge day beds to recuperate after the treatment. Many spas are staffed through the day, and can call in specialised professionals for specific treatments if requested.

It goes without saying that there is 24-hour security, and many developments also offer dedicated on site concierge services. Although able to deal with the mundane demands such as organising reservations, fridge stocking for arrival, dry cleaning and property maintenance, luxury concierges can also arrange personal trainers, personal shoppers, beauty stylists, private chefs, car valets, luxury transfers, language lessons and even legal advice!

The recent pandemic also created a demand in clients who want to be able to work from their property. Covid 19 created a new type of clientele who realised that much of their work can be done remotely and prefer to live in a greener place with a better climate. To that end, several developments have designed dedicated flexible co-working spaces, with the entire technical infrastructure in place, meaning that the international executive that wants to develop a business plan, or just stay in touch with head office, can do so in a professional environment.

Luxury developments are also offering beautifully designed restaurants, lounges and social areas for clients that want to enjoy a convivial country club atmosphere. Designed for those that really enjoy their social life and entertainment, these onsite social facilities also have the added attraction that you can live the lifestyle to the full, without having to worry about driving home!