

# MADRID

“From world-class hospitality and dining to a vibrant cultural scene, Madrid has it all.”

## FOREST RETREAT

L House, situated amidst a sparsely populated area, rests at the foot of a hill adorned with holm oak trees.

It features a single-family residence with an L-shaped layout that seamlessly integrates with the

natural contours of the plot. This design maximises sunlight exposure and frames picturesque views of the surrounding oak forest. While the exterior facades provide privacy from traffic and neighbouring houses, the interior facades open up to the central area of the plot, where a swimming pool and abundant vegetation thrive, offering tranquil views of the oak grove.

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**Javier Guimón**  
Office Director  
*Madrid Sotheby's  
International Realty*

Madrid's luxury property market is reaching unprecedented heights, according to Javier Guimón, the office director at Madrid Sotheby's International Realty. "Since 2021, the market has been on an upward trajectory, soaring to historical price peaks," Javier explains. What's driving this surge? "It's a combination of factors, including an insatiable demand that far outstrips available supply," he continues.

"Madrid isn't just a city; it's a lifestyle destination," Javier emphasises. Boasting "competitive prices compared to other European capitals," it offers an attractive array of services and amenities. "From world-class hospitality and dining to a vibrant cultural scene, Madrid has it all." Excellent public transportation, top-tier healthcare, and a reputation for safety further enhance its appeal. Add to that a favourable climate, strategic location for exploring nearby tourist hotspots, and ample educational institutions, and you have the recipe for a high-quality, yet affordable, lifestyle.

When it comes to luxury properties, certain features are in high demand. "Prime location is paramount," Javier notes, with neighbourhoods like Salamanca, Jerónimos, and Almagro topping the list. Classic, iconic buildings renovated to the highest standards are coveted, especially those with terraces and parking facilities. For villas, modern design and prestigious residential settings with security are key selling points.

"For investors eyeing the luxury market, finding properties with character, superior finishes,

and prime locations at reasonable prices is crucial," Javier advises. Fortunately, Madrid offers opportunities that meet these criteria, promising solid returns on investment. Rental yields in the luxury segment typically range between 4% and 6%, making it an attractive option for those seeking both appreciation and income generation.

Looking ahead, the future of Madrid's property market appears bright. Javier anticipates continued stability in sales volume, with prices holding firm in the city's outskirts and continuing to climb in central areas. As the charm of Madrid's lifestyle and investment potential continues to grow, it's clear that the city's luxury property market is poised for sustained success in the years to come. **IP**

