

Marbella Direct



THE SPECIALIST IN LUXURY MARBELLA REAL ESTATE

www.marbelladirect.com

SOLID FOUNDATIONS IN LUXURY REAL ESTATE

MARBELLA DIRECT is a well-known and respected name in Marbella real estate. Founded 20 years ago, the company has its origins in the expertise and character of Tony Cassidy, who has been involved in Marbella real estate – and more specifically luxury real estate – since 1979.

During that time he has shown that it is possible to be successful whilst working in an ethical way; to flourish during booms and to survive recession, and in the process establish the kind of reputation that is the hallmark of quality, service and discretion.



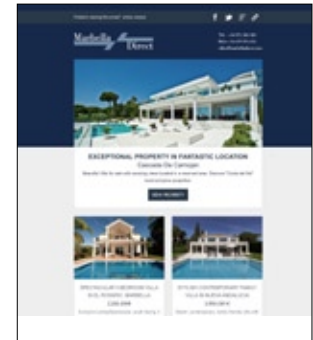
To this know-how are added the detailed knowledge of the Marbella real estate market, its properties and lifestyle options that Marbella Direct's team and partners contribute. They have lived and worked here for many years and are not transient salesmen but professionals who are here to stay.

Together they provide many decades of experience in specific fields such as property evaluation, customer service, discreet and effective marketing, dealing with Spanish legal procedures and of course running a leading real estate company. Most importantly, they all share a core philosophy aimed not at being a sales agency, but a true realty service that focuses on you, the client.

GOING BACK TO BASICS – SOLID ESTATE AGENCY VALUES

WHAT YOU will find at MARBELLA DIRECT is a classic real estate agency – classic in the sense of its values, its discreet and personal approach, and its ethical way of doing business. We don't do telesales, don't have impersonal franchises across the Costa del Sol or pressurise people into buying properties that may offer the highest commissions for us but don't suit the needs of the buyer.

Our reputation, earned over many years, is what we build our business on, so we guard it jealously and act accordingly. However, maintaining traditional values in this regard does not mean that MARBELLA DIRECT is not a company that moves with the times. This is a real estate agency with expertise in both



traditional and innovative modern marketing, employing new technologies and following trends to heighten our efficiency and effectiveness, and enable us to offer a flexible, personalised service built around your needs.

We invest in the quality that we offer our clients, be they buyers or vendors, employing professional listers and applying the highest standards of imagery, design and wording to a wide range of marketing tools to ensure that what we present is not only accurate and attractive, but also authoritative. Different geographical markets are approached in a dedicated, professional way that applies correct use of languages and takes into account differences in cultural preferences.

YOUR REFERENCE FOR BUYING OR SELLING LUXURY HOMES IN MARBELLA

WITH OUR many years of experience we know this region inside out, understanding the subtle nuances between different residential areas, their properties and the lifestyle they offer. We also know where our clients are coming from and tend to put ourselves in their position when helping to find a suitable property in this beautiful region.

Specialising in luxury real estate means we can provide a more personalised and flexible service, share our knowledge of this area and its property market more freely and select only the best properties available in each, property type and price range. We are not interested in listing hundreds of properties you will find on all the agents' websites, but focus on sourcing a selection that truly represents quality of location, style, build, amenities, views and value.



This means that we reject more properties than we list, that we offer realistic market valuations and don't take on homes unless we are convinced that we can sell them on the basis of their inherent qualities. This gives us the confidence to commit our full energy and resources to the properties on our books, using our experience to market them effectively and evolving with the times as we make use of new techniques and marketing platforms as well.

In addition, we have a comprehensive Exclusive Listings service dedicated entirely to those special properties listed exclusively through MARBELLA DIRECT.

If you are looking for a serious, well-established company with a proven track record for service, integrity and results to help you sell or find a quality home in the Marbella area, we are at your disposal.



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IAIN IRVING	(+34) 607 314 126	iain@marbelladirect.com
FRANK WALSH	(+34) 678 974 454	frank@marbelladirect.com
TONY CASSIDY	(+34) 637 939 359	tony@marbelladirect.com

www.marbelladirect.com