

A modern two-story house with a swimming pool and garden. The house features a white upper level and a lower level with large glass windows and doors. A balcony with a glass railing is visible on the upper level. The garden includes a swimming pool, lounge chairs, and various plants, including a tall cypress tree and purple flowers. The sky is clear and blue.

ICONIC
HOMES

**THE VIEWS
EL MADRONAL**

**INVESTMENT
PROPOSAL**

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A modern, multi-story house with a central courtyard. The house features large glass windows and doors, and a balcony. The courtyard is landscaped with green plants and a central tree. The sky is clear blue.

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A photograph of a modern villa with a swimming pool and lush landscaping. The villa features a dark, textured exterior wall and a large, rectangular swimming pool. The pool is surrounded by a light-colored deck and is set against a backdrop of dense greenery and a clear blue sky. The villa's architecture is contemporary, with clean lines and a minimalist aesthetic.

Iconic Homes SL

Modern luxury living redefined

Iconic Homes is a specialist Spanish SPV founded in 2014 with a vision to be at the forefront of luxury property development and restoration. Although our focus is the Spanish market, we have established presence in the UK, Dubai and Florida.

The Iconic Homes team comprises of leading builders, architects, designers and lawyers.

With over 30 years' experience in the Marbella luxury property market, the founders behind Iconic Homes strive to bring the cutting-edge modern contemporary design to the south of Spain. They are pioneers in creating unique homes which resonate in profound luxury and timeless interiors.

Existing projects and joint ventures

Iconic Homes SL's existing projects and joint ventures on the Costa del Sol include:

- La Morera: 33 Apartments
- Estepona: 20 Apartments, 1 Villa
- Benalmadena: 4 hotels
- Nagueles: 1 large plot to build 7 villas
- Lomas de Marbella Club: 2 plots for 2 villas
- Guadalmina: 1 villa
- Puerto Banus: 3 commercial units
- San Pedro: 90,000 meters square farm.



The Team

John Stretton-Knowles

Founder, Managing Director, Iconic Homes SL

Jon Stretton-Knowles is the founder and Managing Director of Iconic Homes SL. Hailing from a family dedicated to real estate, Jon has over 19 years experience within the property sector himself. He has built his success on property restoration and development - with a highly credible portfolio of projects in the UK and Spain. Some of his instrumental projects include: the reformation and re-sale of a golf and country club in the UK, the development of 40 new homes in Bishops Waltham and more recently, the development of 6 new villas and 16 apartment reforms in Marbella.

He is also a successful businessman in many other sectors and was instrumental in the floatation of what is now the Whatchstone Group plc. He is the owner and founder of The Barber Club Marbella which is franchising and opening in several of the worlds 5 star cities in the coming 18 months.

Vera Petrova Terzieva

Executive Assistant to The Founder and Managing Director, Iconic Homes SL

Vera is an indispensable asset to the Iconic Homes team and is fully responsible for the company's administration and the running of the business. In the past, she sole handedly ran the back office for a Geneva based petrochemical trading company known as United Energy Commodities S.A., where she dealt with trade financing, legal issues and administration. Vera has also worked in highly regarded institutions such as the Societe Generale Corporate Investment Bank in London and the United Nations World Tourism Organization in Madrid. Her finance knowledge and administrative skills, coupled with her experience across a diverse range of sectors, including real estate in Marbella, have resulted in Vera finding her home in the Iconic Homes team.

Lucia Casaus Rabaneda

Founder and Principal Interior Designer Gonzales Casaus Architecture

Lucia Casaus is the founder and principal interior designer of Gonzalez Casaus Architecture and Interior Design. Lucia has over nine years of interior design experience, working on a vast range of projects across the globe.

She has worked in Miami, Dubai and France; however most of her career has been dedicated to projects in Marbella. She is known for her exceptional eye for detail, and is sympathetic to the tastes of all of her clients. She has an established reputation for her professionalism and her deep interest in each and every project that she is involved with - from start to finish.

Alexis González Hidalgo

Founder and Principal Architect Gonzales Casaus Architecture

Alexis Gonzalez is the founder and principal architect of Gonzalez Casaus Architecture and Interior Design. Alexis has over 10 years of architectural experience worldwide. He started his career in Seville, and soon after getting his architectural degree moved to New York City where he developed his professional career. Alexis was part of iconic projects in the big apple, such as the Barclays Center in Brooklyn and the highest modular tower in the same city. Soon after he moved to Switzerland where he gained experience in the construction world, redefining his skills in the design phase of a range of projects. For the last three years, Alexis has been working in Marbella designing and bringing to life many of the most luxurious houses and condominium properties across Spain's Costa del Sol.

The Land - The Views, Image 1



The Land - The Views, Image 2



The Land - The Views, Image 3



The Land - The Views, Image 4







The Views, El Madronal, is an exclusive development project designed to bring sophisticated, contemporary living to the prestigious El Madronal region of Marbella

Located in El Madronal in the hills above Puerto Banus and Estepona, this development plot is exceptionally well communicated with panoramic sea views. This is a particularly special project, comprising a signature collection of 17 private luxury villas. They will be styled on the contemporary Miami Beach house.

By combining the very best of modern architecture with the ultimate in interior design, installations and technology, the high-end contemporary development will offer the very best in luxury living, in an enviable location.

Boasting one of the most impressive hill top locations in Marbella, the development project is situated a short distance from the lively towns of Puerto Banus and Estepona. With direct access to the beautiful beaches of Marbella, the privately gated community and its 16 unique villas will benefit from breathtaking panoramic sea and mountain views, as well as views to Gibraltar and Africa.

The Project

The Views - El Madronal

As one of the most coveted and well-established residential destinations in Europe, the Costa del Sol covers just about every attractive option for homebuyers seeking a luxurious lifestyle on the Mediterranean, or even an excellent for-rent investment opportunity.

Highlights

- Offers modern, state of the art luxury living
- Developers poised to push the boundaries of excellence
- Prestigious hill top location in much sought after postcode,
- Offers the most cutting-edge design and superior quality available in the area
- Huge re-sale potential.





Privileged contemporary living with cutting edge amenities

By combining the very best of modern architecture with the ultimate in interior renovation, installations and technology, the development offers the most cutting-edge design and superior quality available in the area.

The developers do not accept average and prefer to push the boundaries of excellence. This can be seen in the exquisite selection of high-quality materials, appliances and technologies that have been chosen for each of the properties. This combination of exhaustive care and delectable elegance results in homes that are a joy to inhabit..

Property Features

The unique properties boast a number of exclusive features: with plots ranging from 2,700m² - 4000m², and a build ranging from 750m² - 1,000m². They are priced from: €4,500,000 - €6,000,000.

- Modern, contemporary design
- Panoramic sea and mountain views
- Finished to the highest standards
- State of the art video surveillance
- Bespoke glass windows and doors
- Spacious, open-plan living space maximising natural light
- Wooden flooring throughout

The Development - Features and Amenities

- Under-floor heating throughout
- Top of the range air conditioning and central heating
- Control 4 smart home automation system
- Sonos audio system
- German engineered, top of the range SieMatic kitchen
- State of the art fitted bathrooms
- Walk in wardrobes
- Secure garages.

Development Features

- Private gated resort
- 24-hour security
- Exclusive hill top location with panoramic sea and mountain views
- Stunning landscaped private gardens
- Stunning outdoor pool. in each villa



Financials

Cost of Purchase

Cost of the plot	€8,000,000
Total	€ 8,000,000

Building costs

Total	€23,500,000
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Other costs

Accounting	€ 117,500	0.50%
Legal Marketing	€ 200,000	estimated
Sales cost	€ 120,000	estimated
Agents Sales	€ 5,008,290	7%
Cost lawyers	€ 357,735	0,5%
Contingency	€ 250,000	estimated
Total	€ 6,053,525	

Total costs	€31,500,000
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Incoming

Villa sales	€73,000,000
Total incoming	€73,000,000

Summary

Total costs	€31,500,000
Total turnover	€73,000,000
Total profit	€31,500,000

ROI	100%
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