

**luxinmo**<sup>®</sup>  
R E A L E S T A T E

LUXURY PROPERTIES



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# INITIAL GREETING

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Dear clients and partners,

My name is Benjamin Ballester, and as the General Manager of Luxinmo Real Estate, I present to you an agency that epitomizes sophistication and simplicity in the realm of luxury real estate. My extensive experience across various sectors has instilled in me a keen understanding of the nuances of innovation and expansion, both of which are integral to the ethos of Luxinmo.

At Luxinmo, we distinguish ourselves from the conventional real estate landscape. We are pioneers, perpetually seeking innovative avenues to cater to the discerning needs of our clientele. Each property, in its uniqueness, demands a meticulous and tailored approach. Our objective is to elevate beyond the ordinary, utilizing state-of-the-art technology and avant-garde market strategies to deliver unmatched real estate solutions.

Expansion is not a mere target but a guiding philosophy at Luxinmo. In the same vein as my past endeavors to grow and diversify businesses, Luxinmo consistently identifies and capitalizes on novel opportunities within the luxury market. Our offerings are curated to not only meet but to surpass the benchmarks of luxury.

Costa Blanca represents the epitome of luxury and exclusivity on a global scale. Luxinmo stands as a beacon of luxury real estate in this illustrious region. Our unwavering commitment to confidentiality ensures the utmost discretion for our clients, and our pursuit of excellence guarantees a selection of the most exclusive properties in the area. When one thinks of sophistication in Costa Blanca, Luxinmo is the unequivocal choice. Beyond being a real estate agency, Luxinmo is a testament to trust, exclusivity, and the pinnacle of luxury service.

I invite you to peruse our exclusive catalog and acquaint yourself with the Luxinmo experience.

Best regards,

**BENJAMIN BALLESTER**

General Manager, Luxinmo Real Estate.

# Benjamin Ballester

General Manager

b.ballester@luxinmo.com

 benjamin-ballester





LUXI  
REAL

lukinma

# ABOUT US



Luxinmo Real Estate, with over 25 years of expertise in luxury residential properties, stands as a beacon of excellence in the Costa Blanca and Ibiza real estate markets. Founded by Arman Yeghiazaryan in 2016 as an offshoot of Grupo Galaxia Development SL, Luxinmo has its roots in the pioneering vision of the Yeghiazaryan brothers who, in 2009, established a construction company exclusively dedicated to luxury homes in Alicante.

Luxinmo's distinctiveness lies in its curated catalogue of contemporary high-standing properties, a testament to its commitment to long-term, mutually beneficial relationships with clients. The agency prioritizes confidentiality, professional integrity, and personalized advisory services, catering to both national and international clientele through a network of global agents.

A hallmark of Luxinmo's operations is its innovative approach to technology. The in-house IT team has developed proprietary software, including the Luxinmo BigData for market analysis and the exclusive CRM system for property management. These tools, combined with the team's vast experience, enable Luxinmo to set new benchmarks in the real estate sector.

The agency's commitment to impeccable service is further underscored by the introduction of 'Luxinmo Exclusive Services' in 2019, catering to clients seeking utmost confidentiality. As testament to its growth and ambition, Luxinmo expanded its footprint with new offices in Ibiza in 2020, Warsaw in 2021, and both Jávea and Calpe in 2022.

With a clear philosophy centered on luxury property management and a continuous investment in R&D, Luxinmo Real Estate is not only shaping the present of luxury real estate but also charting its future.

# THE FOUNDER

## Arman Yeghiazaryan

Arman Yeghiazaryan is a prominent figure in the world of luxury properties in Spain. In 2009, along with his brother Suren, he founded the first construction company dedicated exclusively to building luxury homes. This company, originally named Galaxia XXI and later renamed as Grupo Galaxia Development SL, focused on constructing contemporary luxury homes in the province of Alicante, where it quickly established itself as one of the leading companies in the sector.

The constant evolution and client demand led Arman to expand the company's activities. This gave birth to Luxinmo Real Estate, founded by him as part of the Grupo Galaxia Development SL. With the experience accumulated over the years and a deep understanding of high-quality construction materials, Luxinmo Real Estate quickly positioned itself in the real estate market, standing out for its extensive catalog of luxury homes and its rigorous selection criteria.



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REAL ESTATE



**ARMAN YEGHIAZARYAN**

**CEO & FOUNDER**

Luxinmo Real Estate

A handwritten signature in black ink, appearing to read "Arman Yeghiazaryan". The signature is stylized and fluid, with a long horizontal stroke extending to the right.

# Timeline

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2016

Luxinmo Real Estate is founded in Altea (Alicante) by Arman Yeghiazaryan.

2018

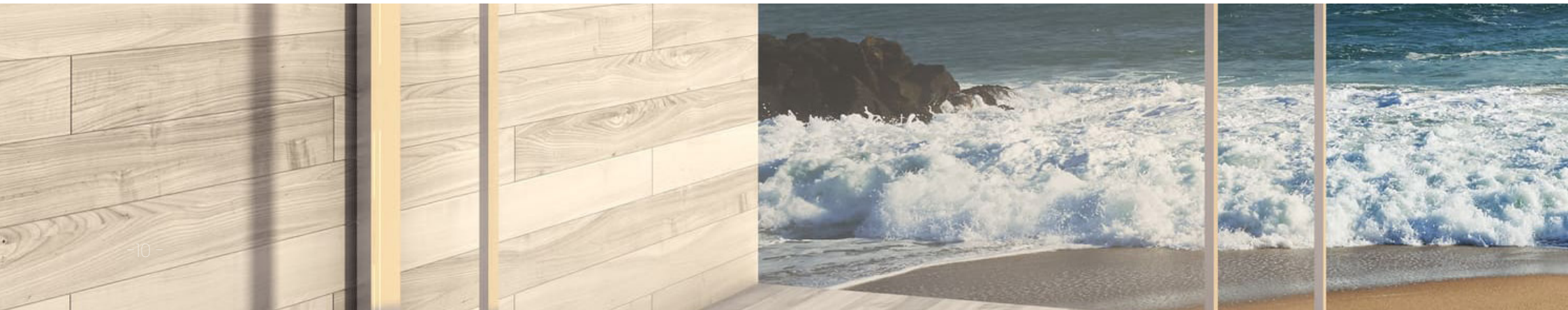
We invested in the design and development of our own market control software: Luxinmo Big Data “Real Estate Market Control” & CRM

2018

We redesigned our brand and logo and modernised our digital image.

2019

We created Luxinmo Exclusive Services for clients seeking absolute confidentiality.



2020

With the idea of expansion towards privileged locations, Luxinmo opens its office in Ibiza.

2022

Luxinmo opens new offices in Jávea and Calpe

2021

Luxinmo's first international office opens in Warsaw (Poland)

2023

Luxinmo introduced the role of General Manager to strengthen our management, optimize operations, and better address our clients' needs.







# PHILOSOPHY

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Luxinmo Real Estate outlines its catalogue with a very defined line, focusing on the selection and marketing of the best luxury residential properties. Pursuing the establishment of reciprocally productive and satisfactory long-term relationships, we maintain an ethic and standards of service that combine traditional methods with a modern approach, to the benefit of both buyers and sellers.

Our philosophy is based on **growth** through providing the best service as a means of offering the best product. Our agents have a wealth of experience, acquired through years of working in the luxury real estate sector, with full knowledge of the area in which they operate.

We work with a thorough sample of **beachfront properties**, properties close to golf courses, exclusive hotels and new builds from reputable and reliable developers.

We invest in the constant **improvement of our own technology** for market control and monitoring. We are also constantly working on digital marketing actions that position us as one of the best agencies today and we are preparing to continue expanding our offices to strategic locations within the national territory, working solely for the excellence of our products and services.

# TEAM

We have a team of highly qualified experts, some with more than two decades of extensive experience in the sector. We provide each client with a qualified team of professionals, who offer a **complete follow-up** in the different stages of the buying and selling process, according to the assistance required in each case.

Our staff receives **constant training** in order to offer an excellent service, maintaining transparency and confidentiality as absolute values in our relationship with our clients and giving vital importance to the human factor, in times of imminent technological progress.

In order to establish effective communication with owners and buyers in their native language, an **agent from their respective countries of origin offers personalised attention** in each case. We provide support in Spanish, English, Russian, Dutch, German, Polish, Swedish, Norwegian, Armenian, French, Catalan, Italian and Romanian.

At Luxinmo Real Estate, we know how important it is to provide the best service to our clients, from a simple telephone consultation to help in the preparation of a package of documents, including obtaining a mortgage and handing over the key to your new property.





**BENJAMIN BALLESTER**  
General Manager  
*Luxinmo Real Estate*



**NICOLE KUSHNIR**  
Collaborations  
*Luxinmo Real Estate*



**JULIA ZAITCEVA**  
CEO Luxinmo Calpe  
*Luxinmo Calpe*



**EWA MORGAŚ**  
CEO Luxinmo Poland  
*Luxinmo Poland*



**ROBERTO GARCÍA**  
Marketing  
*Luxinmo Real Estate*



**ATISÚ PÉREZ ZOLGHADRI**  
Administrative  
*Luxinmo Real Estate*



**GINA MORAR**  
Property Consultant  
*Luxinmo Altea*



**DANIEL ORMEL**  
Property Consultant  
*Luxinmo Altea*



**LINA CHULKOVA**  
Property Consultant  
*Luxinmo Altea*



**ELENA IGUCHEVA**  
Property Consultant  
*Luxinmo Altea*



**CHRIS WILKINSON**  
Property Consultant  
*Luxinmo Altea*



**KELSEY WILLIAMS**  
Property Consultant  
*Luxinmo Altea*



**OLGA SCHMIDT**  
Property Consultant  
*Luxinmo Ibiza*



**ALEX SÖDERLING**  
Property Consultant  
*Luxinmo Ibiza*



**VERA WEIGL**  
Property Consultant  
*Luxinmo Ibiza*



**RENATO KASHAEV**  
Property Consultant  
*Luxinmo Jávea*





**PATRICK WILLOX**  
Property Consultant  
*Luxinmo Jávea*



**KAMILA BOCZEK**  
Property Consultant  
*Luxinmo Jávea*



**SAMANTHA CLARK**  
Property Consultant  
*Luxinmo Jávea*



**NATALIA OLENIKOVA**  
Property Consultant  
*Luxinmo Calpe*



**ANDREA CASERO**  
Property Consultant  
*Luxinmo Calpe*



**ALEXANDRA GOLOVINA**  
Property Consultant  
*Luxinmo Calpe*

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REAL ESTATE

# EXPANSION

The challenge and commitment of Luxinmo Real Estate is to **grow and evolve** by incorporating our clients into the dynamics of the contemporary market, where each step towards improvement is an advance towards mutual benefit and the fulfilment of established agreements in record time.

We are convinced that the future is in the hands of those who are committed to **technological development** and the constant and uninterrupted improvement of the mechanisms used by the real estate sector today.

**Our goal:** to jointly develop the strategies that will become the new guidelines for the real estate sector, to consolidate our brand as a benchmark in the modern world, to provide a service that meets the needs of our most demanding clients - who place all their trust in us - and to expand to the most important cities in Spain, offering a first-class service.

We have developed a **working system that focuses solely on excellence**, based on impeccable business management and the constant search for the best products on the market today. This is why Luxinmo Real Estate has no other foreseeable result than expansion.

Our working mechanisms are based on a system of self-management of the offices. Each member of the team contributes to the collective work, under the supervision of the person in charge of the corresponding office, who in turn carefully monitors and attends to each request so that all our clients receive the best possible treatment.

This enables us to have greater control of the offices and therefore allows us to devote time and resources to the **expansion of the company**. Our short term goal is to analyse and find the markets where Luxinmo Real Estate will be able to position itself and find the **best locations** for the next offices.

Altea · Ibiza · Jávea · Calpe · Warsaw

# Office in Altea

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Altea has been Luxinmo's kilometre 0 since we opened our real estate doors in 2016. The launch of our real estate concept connected from the very first moment in this welcoming town with sea views and incomparable charm.

Many people visit Altea and decide to stay and live here, amazed by all it has to offer: beaches, nature, nautical leisure, golf, gastronomy and heritage.

Also known as "the dome of the Mediterranean", Altea is home to some of the most exclusive villas and flats on the Costa Blanca. A real estate reality that is still on the rise, allowing for a very active market in the sale and purchase of luxury properties. From the beginning, at Luxinmo we have applied a differentiated way of working, incorporating people with a deep knowledge of the area, with a multilingual profile and a perspective focused on defending, exclusively and decisively, the interests of each client, whether they are buyers, sellers or investors.

At our headquarters in Altea we have forged the know-how that characterises Luxinmo in each of its offices: to provide an ethical, professional and human service, involving ourselves directly in the needs of our clients through a wide and select catalogue of luxury homes, a commitment to cutting-edge technology and our infinite passion for taking care of every detail.

## Altea Office Contact Details

Plaza de los deportes 2 - local 1  
03590 Altea (Alicante)  
+34 965 04 97 67  
altea@luxinmo.com



# Office in Ibiza

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Having consolidated the real estate concept and after a strategic rebranding, in 2020 we started an expansion project with the opening of our office in Ibiza. A first firm step to consolidate the Luxinmo brand, through a network of strategically located offices.

Known worldwide as one of the most luxurious tourist destinations in the world, Ibiza is making a name for itself year after year in the high-end real estate market.

Because any excuse is a good excuse to escape to Ibiza. In addition to the unrivalled beauty of its beaches and the nightlife that captivates celebrities and clubbers, the island is the place to go if you are looking for an active lifestyle, in close contact with the natural resources it offers and also for its exclusive services.

In short, an opportunity for Luxinmo and our corporate DNA, as through our team we offer local expertise and also discretion, targeting a truly international range of clients looking for premium residential properties.

A first class destination where Luxinmo has already positioned itself as a benchmark to be taken into account for values such as continuous monitoring in each management or the activation in international markets of our portfolio of exclusive homes.

## Ibiza Office Contact Details

Av Isidor Macabich 1 - local 1  
07816 Sant Rafel De Sa Creu (Ibiza)  
+34 971 77 21 93  
[ibiza@luxinmo.com](mailto:ibiza@luxinmo.com)



# Office in Jávea

Following its strategic expansion policy, Luxinmo Real Estate started in 2022 the opening of its new office in Jávea. In this way, the real estate company takes a natural step and now has five customer service points, with Altea, Ibiza, Poland, Jávea and Calpe.

Luxinmo thus reinforces its specialisation on the Costa Blanca, strengthening the coordination and development of operations in the Marina Alta, a region in which it has a significant number of exclusive properties, distributed in privileged locations such as Jávea itself, Dénia, Teulada-Moraira and Benissa.

Undoubtedly, the real estate market in the north of the province of Alicante offers new investment opportunities for clients in the same market segments in which Luxinmo is particularly active, such as the sale and purchase of prime residences or long-term rentals.

The attractiveness of this location positions these new facilities as a priority space for real estate operators and investors due to its strategic location and land availability

## Jávea Office Contact Details

Avenida del Pla, 36 - local 2  
03730 Jávea/Xàbia (Alicante)  
+34 965 27 30 03  
[javea@luxinmo.com](mailto:javea@luxinmo.com)



# Office in Calpe

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At the beginning of 2022 we decided to open the office in Jávea, although the response from the sector told us that there was even more need on the Costa Blanca, specifically in the northern area, in one of the most attractive destinations in the Marina Alta.

This is how the new office in Calpe came about. Because who hasn't dreamed of owning a home near the beach? Whether as a permanent residence or for holidays, waking up near the sea and with all kinds of services is the dream of many people.

And in Calpe, Luxinmo fits in from the very first moment, in a town recognisable by the Peñón de Ifach, the salt flats or the beaches and coves, among other historical and monumental attractions ranging from Los Baños de la Reina - an archaeological site from Roman times - to the Red Wall, an icon of postmodern architecture designed by Ricardo Bofill.

In Calpe you will find different residential options, all of them related to the Mediterranean Sea. And the same in other coastal towns such as Teulada-Moraira or Benissa, which we also cover from this office with Luxinmo's own seal of quality.

## Calpe Office Contact Details

Av. Gabriel Miró, 36  
03710, Calpe (Alicante)  
+34 966 28 08 82  
[calpe@luxinmo.com](mailto:calpe@luxinmo.com)



# Office in Poland

In 2021 Luxinmo's internationalisation comes with the opening in Warsaw. A strategic move based on offering a qualitative response to the interest of Polish buyers, who are increasingly interested in the Costa Blanca and also in the Balearic Islands. The Luxinmo office in Warsaw is located in Domaniewska Street, a place with a notable influx of people, where our own real estate product is presented to the Central European markets.

The activity and enquiries at our premises in the Polish capital have increased due to the global economic context and the new housing trends that have emerged after the pandemic, with a renewed interest in living more peacefully and in more comfortable spaces.

Warsaw is one of the most vibrant cities in Europe, with huge potential, with upper-middle class economies looking to invest in secure values such as a villa or a luxury flat to live in or rent out. And in this sense, prime locations in the province of Alicante or Ibiza are highly valued by the Polish market.

For all these reasons, this new sales office reinforces the international exposure of Luxinmo's residential activity, in addition to our advertising presence on global real estate portals and platforms.

## Warsaw Office Contact Details

Ul. Domaniewska, 37 - lok 2.43  
02-672 Warsaw (Poland)  
+48 608 188 424  
office.poland@luxinmo.pl





**LUXURIOUS VILLA FOR SALE IN ROCA LLISA Ref. 3756**

Size: **518m<sup>2</sup>** Plot: **1,500m<sup>2</sup>** Beds: **5** Baths: **6**

**3,800,000 €**





# TIPOLOGY OF PROPERTIES

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Luxinmo Real Estate outlines its portfolio with a well-defined focus on the selection and marketing of the **finest luxury residential real estate**. In pursuit of mutually productive and mutually satisfying longterm relationships, we maintain an ethos and standards of service that combine traditional methods with a modern approach, to the benefit of both buyers and sellers.

We work with a wide range of **beachfront properties**, properties close to golf courses and exclusive hotels on the **Costa Blanca and Ibiza**, and **new build properties** from reputable developers. We also specialise in the acquisition and sale of exclusive **luxury villas**, contemporary and minimalist villas, hotels, buildings, penthouses and flats in the **most prestigious urbanisations**, both in the Costa Blanca and Ibiza area and in areas of national importance.

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## Penthouses

It is an **exclusive product that always has its buyer**, especially in the areas with which our agency works.

Among its main features are the unrivalled views offered by Ibiza and the entire Costa Blanca, the goodness of the climate and the natural lighting. All this added to the paradigm of modernity, which seeks to **connect well-articulated spaces** in terms of comfort, functionality and clean constructive forms.



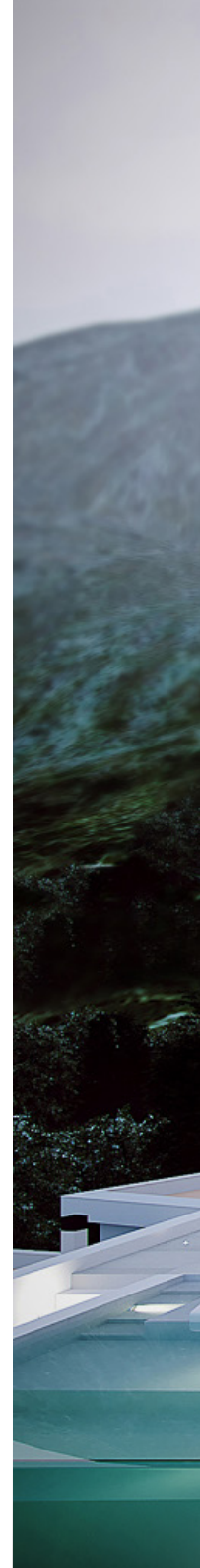


## New Build

Due to our impeccable management and the marketing actions we dedicate to them, new construction properties have become **one of the fundamental pillars** in the Luxinmo Real Estate portfolio.

The demand we receive from our clients is relevant and this fact has led us to gain the trust and respect of **prestigious developers** who manage this type of property.

We continue to work on perfecting our service and offering personalised marketing for new build properties, as this is a **segment that is very much in line with our philosophy**, our potential client and the modern style that characterises our catalogue of properties.





**VILLA PRIVUS - SIERRA DE ALTEA Ref. 3673**

**Size: 986m<sup>2</sup> Plot: 1,669m<sup>2</sup> Beds: 4 Baths: 6**

**4,200,000 €**



# Luxury Villas

Luxury properties have always been **the focus of Luxinmo Real Estate**.

We manage a catalogue of contemporary style properties, built with the best materials available on the market today and based on the concepts of sustainability, comfort and efficiency.

We know that our clients place a high value on signature architecture and the work of renowned builders. We have also mastered the kind of clean and functional design that a discerning buyer requires and we specialise in putting together the best catalogue we can offer in this respect.





## Beachfront and Luxury Urbanisations

We have a careful selection of properties on the **seafront**. We know that one of the main attractions of the areas where we work is the sea, so the possibility of offering first class properties located like a **balcony on the Mediterranean** is a proposal that is highly valued by our buyers. That is why both sellers and developers rely on our service to manage these types of properties.

We also work with luxury urbanisations that are located in **privileged areas** of which our agents have an absolute mastery, due to their extensive experience working with these sectors of the real estate market on the Costa Blanca and Ibiza.







# DIGITAL MARKETING

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At Luxinmo Real Estate we work with different types of marketing and encompass the use of different media, which leads us to achieve the desired results.

Marketing is becoming more and more dependent on the digital environment, as people have switched to using the Internet to consume all types of content, even those that used to be in traditional spaces, such as radio, press and television.

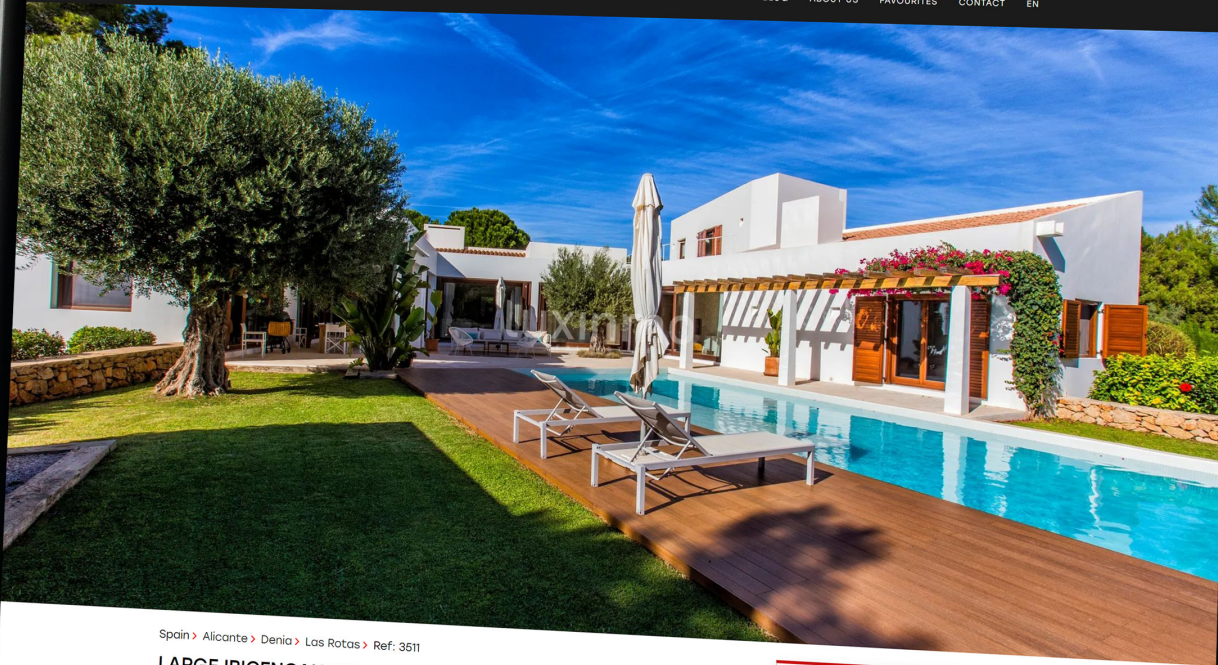
To optimise digital marketing we focus on several factors. We use the data we collect on the real estate market thanks to the digital tools we have at our disposal. We analyse the market according to area and buyer demand, identifying each product and interest according to the nationality of each client and with the data obtained we target the marketing to the countries of origin of those clients. We look for our potential buyers before they arrive in Spain: this is how we manage to stay ahead of the great competition from local agencies.

To reach our target audience, especially the international audience, we invest in different digital marketing channels, such as dedicated mailing campaigns, social media publications, Google Ads campaigns, featured properties on the most relevant real estate portals, sponsored articles in newspapers and digital media.

We do not forget that more and more users are looking for property videos on platforms such as Youtube, especially if they live in another country, and in order to visit a property they first have to book a flight to get there. We are therefore investing in creating videos of some of our most exclusive properties with state-of-the-art cameras and drones for aerial shots.



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Spain > Alicante > Denia > Las Rotas > Ref. 3511

### LARGE IBICENCAN STYLE LUXURY VILLA

DETACHED HOUSE FOR SALE

2,795,000 €

luxinmo  
REAL ESTATE

Get more information

NAME

# Web & SEO

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After managing our site through different CMS, we came to the conclusion that in order to grow we had to remove all limitations. That's how we developed our website with our own content management system, writing all the code from scratch.

The initial idea of the website was to give a lot of importance to usability at user level, taking into account the average age of our potential customers. We therefore decided to facilitate searches in two formats, allowing the user to move around the site by maps or by a search engine, something that was quickly accepted by clients and major search engines as the site was optimised.

Our website is under constant development and is continually updated to meet search engine standards. We collect feedback from our customers, analyse the data and provide it in an accessible way, increasing user-friendliness for our users.

Currently 38% of Luxinmo Real Estate's enquiries come to us from the website, which far exceeds previous solutions.

+330.000 yearly visits

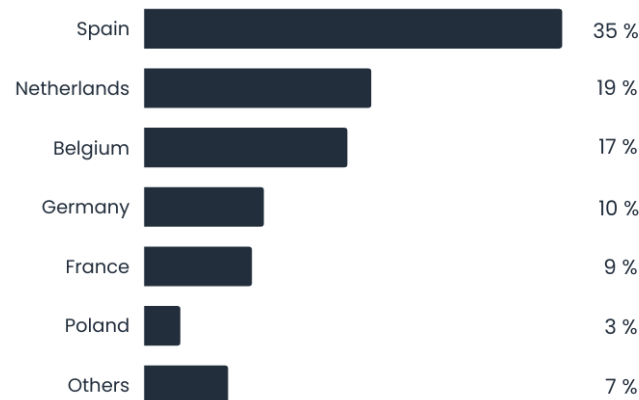
Source: Google Analytics

First results in Google

Website translated into nine languages

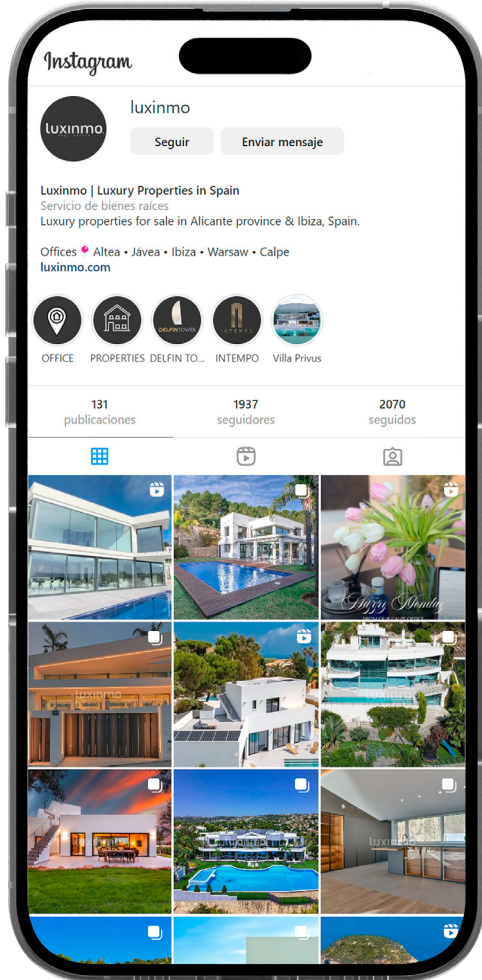
+20.000 indexed pages

## Web traffic by countries



**Website**  
luxinmo.com

# Social Media



Our Instagram posts and stories reach hundreds of thousands of people as we have the biggest audience in Costa Blanca including many celebrities and real estate industry leaders. Short property videos on our Instagram account reach thousands of people.

We produce professional drone videos at premium properties, as well as 360° virtual tours for a more immersive experience.

## INSIGHTS

Age average +30

Followers +4.3k

42% Male

58% Female



**Instagram**  
@luxinmo



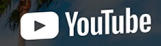
**Facebook**  
luxinmo.real.estate



**YouTube**  
@luxinmo



# Luxinmo Real Estate



Buy flat in Intempo Benidorm | Luxinmo Real Estate  
8276 views



Modern villa in Altea Hills | www.luxinmo.com | Ref: 4026  
16.160 views



Dalfin Tower Benidorm finished | Price, plan, video and photos...  
358 views



Se vende villa e Denia | www.lux...  
926 views



# Real Estate Portals

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Real estate portals are the **main source for potential buyers** nowadays. This is a reality that every agency is aware of and that is why knowing how to manage the data on and for portals makes it possible to achieve promising results in the real estate market.

While it is true that the presence in these spaces is essential, simple membership is not enough, as it is **necessary to master the content that is published**, in relation to the public that uses the platform and that manages the company. At Luxinmo Real Estate we manage the data of the last five years, counting the incoming requests from each portal to know what type of product to publish on each portal, thus optimising costs and results.

On the other hand, **we study and master the requirements demanded by each portal** to position our ads among the thousands of agencies operating in the national territory. We take care of the descriptions of our products and services, we take professional photographs, we provide translations in different languages and most importantly, **we keep our prices up to date**.

JAMES EDITION



idealista

FIGARO  
PROPERTIES



thinkSPAIN



habitaclia

rightmove 



# Landing Pages

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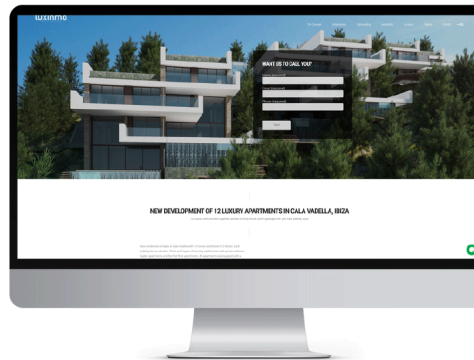
The idea of creating a dedicated Landing Page for each project is designed to collect all the information and content of a property or project, in a differentiating way, and offer it in an accessible, optimised and elegant format.

In them, we show all the images of the project or property in high definition, the architect's original plans and provide information on availability and prices, among many other details.

In this way, we focus exclusively on the property and its particularities, leaving behind any mention of other projects. The Landing Pages are optimised to be positioned in the different search engines and to reach, through our different distribution channels such as Google Ads, Facebook Ads or mailing campaigns, the audience that is looking for specific information about this property.



**Villa Privus**  
[privus.luxinmo.com](http://privus.luxinmo.com)



**Marés 12**  
[mares.luxinmo.com](http://mares.luxinmo.com)



**Delfin Tower**  
[delfintower.luxinmo.com](http://delfintower.luxinmo.com)

# Offline Marketing

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**The 21st century is also known as the information age.**

Marketing has been adapting as the public has demanded **less intrusive and more creative, more authentic advertising**. Offline marketing is an effective way to create interesting impressions on the user, being a tangible medium that opens the door to the digital world.

**Traditional offline marketing strategies** are often overlooked by companies because there is a misconception that marketing outside of digital is ineffective.

The reality is that all of us, the moment we see an advertisement on a billboard, in a brochure or in a magazine, **associate it with a brand** and the qualities attached to it.

That is why it is important for us that the public associates a typography, a catalogue or an advertising poster with our brand, without the need to always show the logo.

For this reason, in addition to all the digital marketing campaigns we carry out, **we work on the visibility of our brand** in our offices and on the street.

In 2018 we **redesigned our logo and branding**, taking it to a more modern and cleaner line, which prompted us to renew the style of our offices, charter company vehicles with our logo printed on them, distribute posters and billboards and housing promotion, etc.



# International Market

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Although we have a general interest in opening agencies outside Spain, as we did in the case of Luxinmo Poland, we also have different agreements with **leading agencies in their countries of origin** in order to fully satisfy the demand of our clients and offer a high quality service to both owners and developers. To this end, we have created and optimised our own network of agents that extends to **19 countries around the world**, with the presence of 35 agencies involved, all of which are first class, guaranteeing exclusive services. In this way, we are able to reach locally renowned agencies in countries where we are not yet present, thus opening up the possibility of offering our properties to the client portfolio of prestigious foreign firms, who have placed their trust in the quality of our work and the excellence of our management.

**The percentage of sales closed in Luxinmo through this channel exceeds 20% of the annual turnover.**

It should be noted that **Luxinmo Real Estate does not collaborate with agencies that do not comply with all the requirements and quality standards established by our company**. In this sense, we also carry out an exhaustive selection process, to avoid any type of inconvenience that may arise in the future.

At present, we continue to work to improve our network of partners, both to expand our services and to strengthen the alliances that we have already managed to consolidate.

Spain · Andorra · United Kingdom · France · Belgium · Luxembourg  
Netherlands · Estonia · Germany · Poland · Switzerland · Norway  
Sweden · Russia · Armenia · Dubai · Canada · Ireland · Italy



# Customer Statistics

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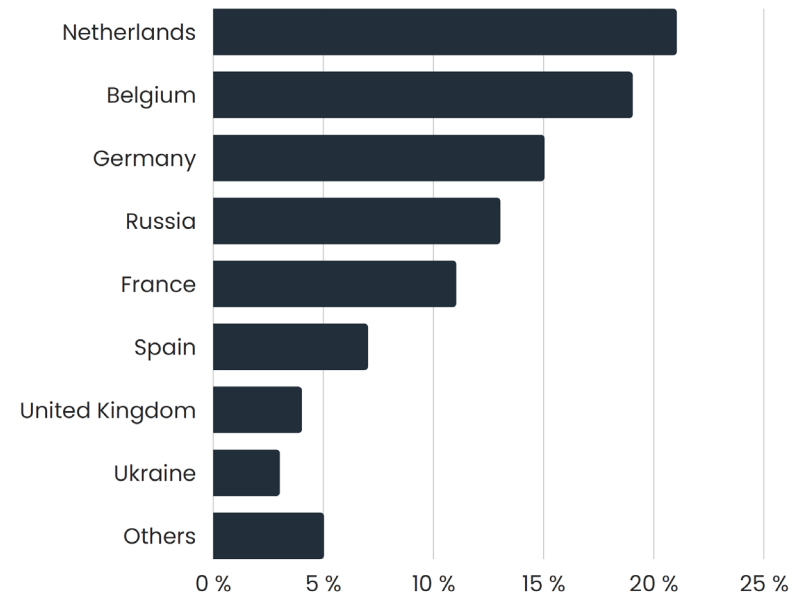
Luxinmo Real Estate directs most of its marketing actions to clients from different European countries, who are in their own place of residence and origin. We access them through technology and national and international real estate portals, where thanks to our high level of activity we manage to occupy the top positions, enabling easy access to our services.

The type of properties we work with attracts **national or foreign clients, middle-aged or retired, businessmen or investors**, who have specific requirements that can only be met by highly professional agencies. In order to provide a personalised and excellent service, we speak 13 languages: Spanish, English, German, Polish, Dutch, Russian, Swedish, Norwegian, Armenian, Catalan, French, Romanian and Italian, most of them in their native language.

In order to guarantee the highest level of service, our agents provide personalised attention in each case, with maximum knowledge of the area and the properties in question. We are contacted by **people who are looking for quality, confidentiality and exclusivity** in our service and for this reason we perfect our management based on these aspects.

Luxinmo Real Estate also works with **celebrities and important public figures in the socio-political and cultural spheres**. For them we offer specialised attention, with an exclusive service of maximum confidentiality. In all cases, these are people who seek a high level of excellence and specialisation.

Country of origin of our customers





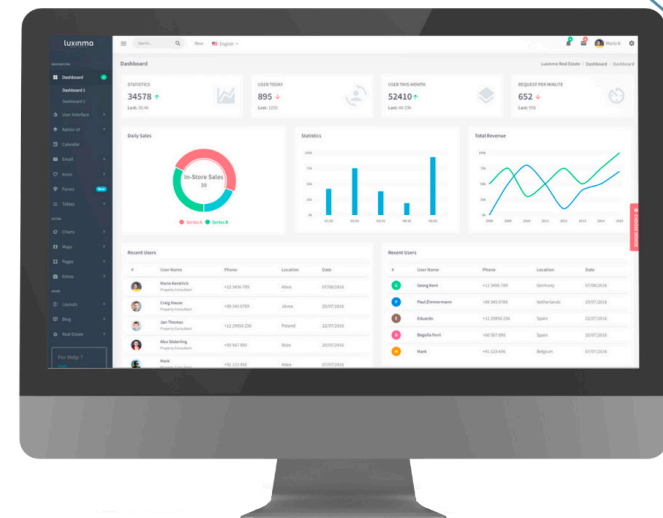
# Big Data

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Nowadays, property owners work with more than one real estate agency. In fact, the number of agencies is often as high as 10 or 15, so that having a property for sale exclusively is very unlikely at present. This is an issue that undoubtedly makes it difficult to monitor, as properties on the market vary in availability and price, leading to an outdated portfolio. This is why Luxinmo Real Estate considered the need to automate the **tracking of properties** in order to optimise the work of our agency.

In 2017, we started to develop a tool called **REMC (Real Estate Market Control)**, which allows us to **detect new properties that appear on the market**, find in which agencies they are published and see what changes are made in each property, storing this data in our Big Data for a later analysis of the market and of each property in particular.

This information enables us to better guide our clients, both buyers and sellers, about the **precise prices in each area**, as well as to optimise the process of buying and selling properties.





# Luxinmo CRM

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For Luxinmo Real Estate, excellence is not limited to generating new sales and/or rental enquiries, as it is also necessary to have the ability to correctly manage each of these enquiries in order to **provide each client with a strictly professional service.**

In the market there are many companies that offer CRM for real estate: however, most of them are made by people who have not lived the Real Estate experience from the inside and that is why many times it is not compatible with an already consolidated agency system, generating conflicts in the follow-up or sales process.

At Luxinmo Real Estate **we developed our own CRM based on our experience** and bringing together all the tools that had been developed previously. We manage from the reception of automatic requests in this CRM, to **the export of data to all the portals** that we have contracted. However, the most important thing is that with this tool we can **give a correct follow-up and carry out customer management.**

This technology allows us to adapt the CRM to our philosophy and way of working. It gives us the possibility to **change any functionality** that makes it possible to adapt it to us, and not the other way around.

# Luxinmo Exclusive Service

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Due to the increase in purchase requests from different media personalities from the world of art, politics and entertainment, in 2019 we have set up our 'Exclusive Service', specifically dedicated to this public. This is a unique service where we provide strict confidentiality, even within the company itself, with specialised attention.

To guarantee absolute privacy during the entire buying and selling process, the agents in charge sign a confidentiality contract, where not even the owners of the properties are aware of the identity of the client in question, who is dealt with directly by the office managers. The Luxinmo Exclusive service has different rates, depending on the level of demand, but all of them include a strictly personalised and confidential service.

We know how important the transparent handling of information is, also for the owners. For this reason, we provide a complete follow-up, from the selection of the property (or properties) that the client wishes to visit, until the moment of purchase, guaranteeing the correct handling of all the required documentation through highly qualified and experienced real estate advisors and agents.



# Real Estate & Crypto

## Luxury housing through cryptocurrencies?

Buying a luxury property on the Costa Blanca or Ibiza with cryptocurrencies is now a reality. **Luxinmo Real Estate offers the option of buying properties with bitcoins or other cryptocurrencies to clients from anywhere in the world.**

In Luxinmo we have detected that the real estate sector and its investors are increasingly interested in this type of transaction. Therefore, we have adapted our management capacity to accept cryptocurrencies, in response to this trend in home purchase transactions. We want to make it easier for people with cryptocurrencies to buy by offering our extensive catalogue of luxury villas, penthouses, contemporary and new build properties. **The price is fixed and agreed in euros**, being fully payable and transferable in bitcoins or other reliable cryptocurrencies.

Luxury housing has experienced remarkable growth following the post-Covid19 recovery. The strong digitalisation in practically all productive sectors and how new technologies influence society are other motivations for Luxinmo to open the doors to the acquisition of real estate through cryptocurrencies.



Cryptocurrencies are a reality and real estate transactions have already been carried out with them in Spain.

The implementation of this currency among the payment options is a fact and in our real estate, always attentive to global technological advances, we want to help anyone who is thinking of buying a home on the Costa Blanca or Ibiza, ensuring transparency, security and speed of the transaction.

**Arman Yeghiazaryan**  
CEO & Founder of Luxinmo Real Estate



# luxinmo<sup>®</sup>

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