



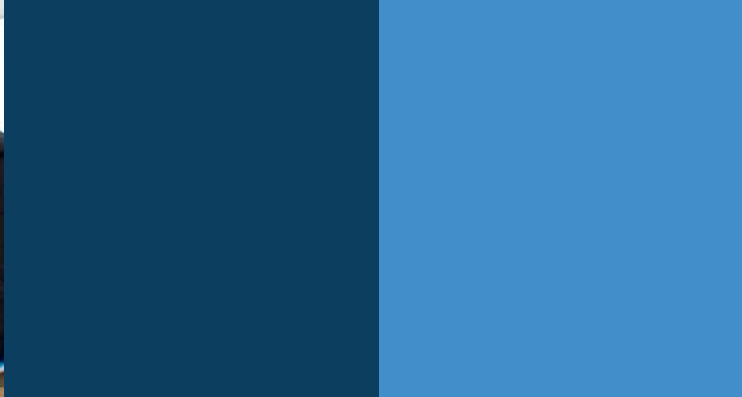
Otero
BUILDING THE FUTURE, SINCE 1955.



EXPERIENCE

Originally founded **60 years ago** in northern Spain, Otero expanded to Marbella a decade ago with the plan to continue company growth led by the family's third generation – Ruben Otero – whose thinking is to have all aspects of the **construction chain under one roof**; from land sourcing through to turnkey.

Over time, Otero has developed and/or built more than **3.000 houses** and is currently involved in more than **100 different projects** on the Costa del Sol.



QUALIFIED

The Otero team offers the **whole spectrum of property development**: architecture, finance, engineering, construction, refurbishment, urbanistic consultancy, sales and marketing. Customers value having a **single point of contact** during all the process and the variety of languages in which they can receive this service.





COMPETITIVE

Otero oversees the entire development process, which allows **optimizing costs** and, above all, having **total control over time**, increasing coordination between the different departments and stages of the project. Otero is the only developer capable of launching a **promotion in 30 days**.

The launch includes the **editing of the basic project, layouts, realistic 3D images and all the marketing actions** (brochures, billboards, commercial plans, publication in magazines, social networks and web portals, mailing and instant messaging, opening of sales booth, launch event, among others).



SALES & MARKETING

Otero is a **well-known** and firmly positioned market **brand** which together with its growing number of promotions makes it possible for **Otero´s engine, the sales and marketing team**, to promote loyalty and trust within the real estate agency network, ultimately creating the opportunity to **reach the clients** themselves.

Currently, Otero directly reaches more than **10,000 professionals** linked to the real estate industry of the Costa del Sol, both national and international.

The strategy has been to create a **multiplier effect**, starting with the agencies until reaching the final customer, sharing feedback to effectively meet the current market demand.





SALES & MARKETING

- **Door to door sales team:** personal visits to real estate agencies in the area, keeping them informed and motivated.
- **Point of sale:** immediate service to customers from the sales booth at the promotion or stands at fairs.
- **Sales office:** located at a strategic location (Puerto Banus) to have a greater visibility of the products we offer.
- **Marketing team:** present, promote and market Otero's projects and strengthen its corporate brand through digital media, press and events.

SUCCESSFUL BUSINESS CASES



VELVET

- Launch 12 villas in **June 2018**
- **4 SOLD** off-plan
- Total Value: **15.000.000 €**



LA RESINA GOLF

- Launch 5 villas in **Nov 2017**
- **SOLD** off-plan
- Total Value: **3.000.000 €**



AMAPURA

- Launch 5 villas in **April 2017**
- **SOLD** off-plan
- Total Value: **7.900.000 €**



22 BY QUARTIERS

- 22 apartments in **June 2017**
- 13 sold within **4 months**
- Total Value: **9.900.000 €**



SOLD



SOLD



SOLD

SUCCESSFUL BUSINESS CASES



THE VIEW

- Official launch **October 2018**
- **49 villas**
- Total Value: **71.050.000 €**



DON AMARO

- Official launch **September 2018**
- **42 villas**
- Total Value: **23.100.000 €**



OCEAN VIEWS

- Official launch **Novembre 2018**
- **60 apartments**
- Total Value: **28.500.000 €**





Otero, the only self-sufficient developer in the sector

