

MERCERS
LIMITED

SPANISH PROPERTY SPECIALISTS



Our passion is property

Costa de la Luz Buyers Guide



Basic facts



Costa de la Luz

Region: **Andalucía**

Capital City: **Cádiz**

Provincial Capital: **Cádiz**

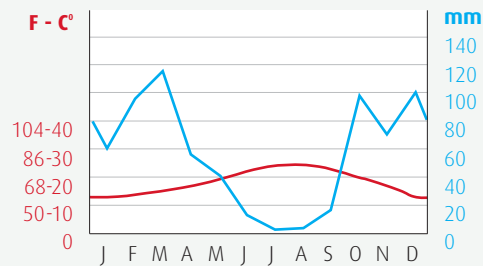
Population (2006): **1,194,062**

Land Area: **7.441 km²**

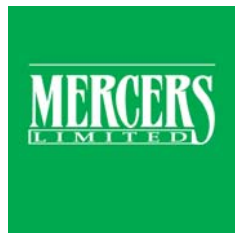
Language: **Spanish**

Currency: **Euro €**

Temperature: **Moderate**



The Costa de la Luz – Cádiz province



How to get to there

Four international airports within easy reach, an excellent road network and extensive railway services

By Air

Ryanair (www.ryanair.com) has daily connections between Stansted and Jerez.

Clickair (www.clickair.com) flies daily between Seville and London while **Ryanair** has four flights a week between Seville and Liverpool

Aer Lingus (www.aerlingus.com) operates a daily Dublin-Seville flight in the summer and flies the route three times a week during the winter months

Monarch (www.flymonarch.com) has daily connections between Luton and Gibraltar, while **British Airways** (www.britishairways.com) flies twice daily between Gatwick and the Rock as does **Easyjet** (www.easyjet.com).

Málaga has frequent daily flights from London and all major regional British airports.

More details from Spanish airports authority site www.aena.es and the comprehensive www.spanish-airport-guide.com

By Rail

The rail network runs south from Seville, passing through Jerez, El Puerto de Santa María and on to Cádiz via San Fernando. All stations are connected to the international rail network via Madrid

By Car

Coming from Madrid, the N-IV to Seville feeds into the A-4 Cádiz motorway which bypasses Lebrija and Jerez. Take the Jerez north turning for Arcos. For Vejer, take the Jerez south turning and head south-east on the Algeciras road. Vejer lies just off the N-340



The transport infrastructure continues to develop, with the expansion of Jerez airport and new flight routes on the horizon

Tourism & visitors

Beaches and mountains, flamenco and golf, nature and man, side by side

The Coast

Named for the quality of its light, the Costa de la Luz is fringed with mile after mile of golden sandy beaches. Great for sunbathing and swimming, this is also one of the world's best locations for windsurfing, kite surfing and sailing while the golfing options are plentiful



The Countryside

From coastal wetlands to rolling hills, green valleys and mountain ranges, this is nature at its best: perfect for walkers, climbers, bird watchers and anyone who loves the great outdoors



History and culture

Take an unrivalled trip through the centuries, from prehistoric remains and Roman cities to Moorish glories and monumental cathedrals; immerse yourself in such popular art forms as flamenco and the cult of the world-renowned Andalusian horse or even the lore of the bullring

Towns and cities

Whether its the style of Jerez, the faded grandeur of Cádiz, the elegance of El Puerto, the edginess of Tarifa or the white town tranquillity of Vejer or Arcos, the Costa de la Luz is full of urban delights and surprises



Everything you could ask for, from sport to culture or gastronomy and fine wines to pure relaxation is within easy reach

Why move to Spain?

An idyllic and healthy lifestyle enjoying all the good things at low cost

Lifestyle

Long lunches and relaxed days are an attractive proposition as life slows to an easier pace. The locals keep their timetable for a reason and adjusting is simple – and rewarding.

Weather

Hot summers tempered by Atlantic breezes and winters full of sunny days – the climate is perfect.

Cost of living

Not only is property cheaper here than in northern Europe, but being here costs less. Markets are full of wonderful, cheap produce and even the supermarket bills will make you smile.

Diet and health

The Mediterranean diet is full of good, healthy options besides being delicious. Spanish health care is excellent and the system is easy to get into



Good, fresh produce and the outdoor life contribute to a sense of wellbeing for the increasing number of foreigners living on this stunning coast

Life on the Costa de la Luz

Surfing or strolling, sightseeing or sipping sherry, sailing or sunbathing – there’s a world of choice

Life on the Costa de la Luz is full of possibilities. Everyone is catered for, from the sun-lover to the culture fan and the most extreme sportsman to the most ardent nature lover.

The beaches are without rival in Spain – perhaps in Europe – and water sports fans from all over the world flock to the province. Off shore, there’s whale-watching, sailing and fishing, or how about a quick ferry ride across the Straits of Gibraltar to Morocco. Inland, the mountains are havens of peace and filled with wildlife.

You can take a gentle stroll, a steep hike or climb towering cliffs. Then there are the olive groves and vineyards stretching for mile upon mile and the centuries-old towns full of charm and history.

The province has ancient monuments, grand old buildings, a lively arts scene, a great



tradition of gastronomy and, of course, wine and sherry-making and plenty of spectator sports for all the family to enjoy. Closer to home, you can indulge in simple domestic pleasures, pottering in the garden or just grabbing a good book and sitting in the sun

**There are so many different ways
of making sure you enjoy life to
the full**

Property and the Costa de la Luz

Organic growth and planning controls mean freedom from over-development of other costas

History

Unlike its neighbour, the Costa del Sol, and even the Mediterranean coast of Spain, this area has kept property development within bounds. Town plans are carefully drawn up to retain the very Spanish nature of this beautiful coast.

Growth

Holidaying Spaniards have invested heavily in property here, and while expatriates are attracted to Cádiz province in increasing numbers, the steady, 'organic' nature of growth has prevented overbuilding.

Demand

Those who want a more authentic Spanish experience need look no further than the Costa de la Luz. It remains a favourite vacation spot for Spaniards and this keeps demand for property at a high level

The Future

Stricter planning controls have put a premium on coastal properties, which will continue to keep the property market stable. Inland, 'hotspots' like Jerez – still half the price of Seville and a third cheaper than Cádiz – are opening up while towns like Vejer, Arcos and Lebrija are all attracting fresh investment as a new generation of young families and commuters seek the best value for money



Golf, sea front or town centre properties are all in demand thanks to interest from domestic and foreign buyers

Guide to off plan properties

Staged payments cut the initial outlay and mean investors can profit as they buy

Advantages

The payment plan is a bonus for off-plan purchases. The investor makes a smaller initial commitment and can take out a mortgage of up to 70 per cent. On top of that, properties are likely to appreciate in value over the build period.

Process

Stage payment plans vary from builder to builder, but most require a €3,000 deposit to secure an off-plan property, followed by a 10 per cent payment (minus the initial deposit) on signing contracts. After three months, a further 20 per cent payment is made but then nothing until the remaining 70 per cent on completion of the property.

Mortgages

Spanish mortgages are available, normally up to 80 per cent for non-residents. Mercers are able to obtain favourable rates and deals with certain banks on behalf of our clients



The advantages of a new home with modern design and building techniques are an attractive option

Guide to resale properties

Plenty of options, from terraced house to country mansion

Tried & tested

The Costa de la Luz has property to suit every taste and a large sector of buyers are looking for older, 'character' property or recently built properties which have already been lived in. Whatever you want, from rustic cortijos to chic loft apartments or huge urban mansions, Mercers can help find your dream property.

Process

All buyers need a lawyer to ensure full legal checks on the property are carried out correctly. Mercers sell only fully legal properties and carry out preliminary land registry checks. This is unusual for an estate agent but it ensures that Mercers' due diligence procedures are carried out. In addition we also recommend experienced, local bilingual lawyers.

The purchase contract, or *compra-venta*, sets out the terms for the transaction and



includes the agreed price, deposit, intended completion date and declarations from buyer and seller that they are legally entitled to broker the deal.

The completion takes place at a notary's office, where final checks are made before the deed of sale is signed and the balance of payment handed over



Choices embrace everything from traditional to modern, urban to rural, beach front to golf course

Guide to investment properties

The right place and the right team add up to the right investment

Potential

A quarter of a century of experience in the Spanish market has given Mercers the perfect pedigree when it comes to sourcing sites with potential for investors.

And because Mercers only work in a select few areas, local knowledge means that the best location for developments and the right team to bring properties to completion are guaranteed.

The Costa de la Luz is right for investors because, unlike its neighbour, the Costa del Sol, oversupply isn't and never will be an issue. The emphasis here is on quality, low density development and this brings with it good rental potential.

Mercers have identified the best spots along this beautiful coast so what our clients are getting is the cream of the cream



this foto is LowRes; high res is missing from fotostock



Experience and local knowledge enable us to help clients realise the best potential and rental yield for carefully selected properties

Guide to Arcos de la Frontera



Arcos de la Frontera

Population: **30,508**

Province: **Cádiz**

This is the archetypal 'white town', an ancient settlement perched on top of a high sandstone cliff with its houses and churches seeming poised to tumble into the river below



Unbroken vistas, unforgettable skylines, unbeatable golf and unrestrained fiestas

The town

Arcos is a place of rich architectural beauty, magnificent views and half-hidden corners but one with plenty of options for the sports fan and an excellent base for visiting the area's cities, beaches and natural parks.

Events

Easter in Arcos brings a week of processions followed by a running of the bulls; there's a summer-long party every night for the young at heart, the town's feria in September, a week of celebrating and carousing and the magical 'Living Bethlehem' night just before Christmas each year.

Location

A new motorway links Arcos and Jerez to the west while continuing road improvements mean the A382 motorway will soon leave Arcos well under two hours from Málaga. Seville is just over an hour to the north



Guide to Jerez de la Frontera



Jerez de la Frontera

Population: 202,687

Province: Cádiz

Jerez is a jewel of the south: a handsome city of broad avenues, palm-shaded squares and older, narrow streets.

It's the home of sherry, a world centre for equestrianism and the cradle of 'pure' flamenco



The best known symbols of Andalusian culture are in evidence throughout the city

The city

Sherry bodegas ring the centre while the famed equestrian school, the bullring and the flamenco schools all speak of deep-rooted culture. But the city's shopping districts are modern and full of big retailers.

Events

Jerez stages two big flamenco festivals – the first in spring, the second in September. Carnival and Easter are huge, but the highlight of the year is the week-long May horse fair. Also in spring, the Spanish motorcycle grand prix almost doubles the town's population for a weekend.

Location

Apart from its own international airport, road connections are excellent, with the main north-south motorway running past the city, another new motorway connecting Jerez with Gibraltar and a third linking to the east linking the city with Arcos and beyond



Guide to Lebrija



Lebrija

Population: 24,614

Province: Seville

Sitting just north of Jerez, Lebrija boasts all that is best about Spanish towns: a lovely centre, friendly people, good food and drink and, of course, great weather



A sense of tranquillity pervades the town from the ruined hilltop fortress to the central square

The town

Streets full of orange trees and palms lined with smart, whitewashed houses converge on a centre full of friendly bars and cafes. Agriculture dominates Lebrija and has brought wealth, but this is a town with plenty of modern facilities – though it hasn't lost its very Spanish feel.

Highlights

Festivals are much in evidence, with Carnival and Easter processions taking up days of revellery. The Crosses of May celebrations are well known but Lebrija's biggest draw is the *Caracolá* flamenco festival in July.

Location

Lebrija lies a few miles off the E5 north-south motorway connecting Seville with Jerez and the south coast. The town also has a main line railway station with connections to the coast and into Seville city centre

Guide to Vejer de la Frontera



Vejer de la Frontera

Population: **12,828**

Province: **Cádiz**

Vejer sits high above the coastal plains, its white houses gleaming in the sun.

Wandering the streets of the old town is a real journey back in time but there's a good selection of restaurants to suit any modern taste and a warm welcome from the locals



Stunning white hilltop town within minutes of a string of sandy beaches

The town

Walking the cobbled, flower-lined streets of this old Moorish fortress town is a quiet pleasure, and there are plenty of good bars and restaurants to stop in along the way. No wonder this is such a popular spot with expats and those seeking a holiday home.

The area

Vejer towers above the La Janda plains, outstanding areas of natural beauty and perfect for country walks. The biggest draw, though, is the nearby coast with its magnificent beaches and water sport opportunities.

Location

The town lies just off the main coastal route through Cádiz province, the A340, halfway between the provincial capital and Tarifa. It's 50 minutes from Jerez, two hours from Seville and 40 minutes from Gibraltar



Mercers team

Local knowledge and a high degree of customer care are key factors

Over the past quarter of a century Mercers have built up an enviable reputation for fairness, reliability and good value.

We operate only in specially chosen areas of Spain, ones which we know intimately, which means we are in the best position to judge and advise on the market.

We invest heavily in our after sales department, employing bilingual staff solely in this role. This commitment to our clients and their needs is unusual in this day and age.

We have been featured in many publications, both national and international. Chris Mercer, the company's founder and director, is a frequent contributor to specialist publications and has appeared on panels at some of the property industry's most prestigious events.



Experience and innovation are just part of the blend which has brought Mercers a unique and valued place in the Spanish property industry

What You Say

We were recommended to Mercers by friends and similarly we will have no hesitation in recommending Mercers in the future.

Mr Oake

We were very pleased with the assistance and advice from your after sales office. We had not been to the area much during construction and were given excellent advice about essential purchases. Your staff gave us an exemplary service with professionalism and courtesy.

Mr & Mrs Burnell

Congratulations...never before have I had vast amounts of money removed from me in such a pleasant manner!

Mr Kelly

I have to say that during 18 months of visiting different agents in Spain we found you to be the most pleasant and knowledgeable representatives of any of the companies we dealt with.

Mr Edden



Your staff made our weekend house hunting successful and most of all enjoyable. We were anxious that we would feel pressurised by sales staff, this was not the case at all. The weekend was stress free, relaxed, informative and well planned.

Mrs Morris



Contact us

COSTA DE LA LUZ

Jerez Office

Calle Porvera, 31

Jerez de la Frontera,

11403 Cadiz

Tel: +34 956 329572

jerez@spanishproperty.co.uk

Vejer Office

Calle Pintor Morrillo Ferrada

Local No.5 – Urb. La Noria

Vejer de la Frontera

11150 Cadiz

Tel: +34 956 455075

vejer@spanishproperty.co.uk



**Call from the UK
on 08450 177 805**

MERCERS
LIMITED

SPANISH PROPERTY SPECIALISTS



www.spanishproperty.co.uk

