

2025-2026 Comprehensive Real Estate Market Insights

Welcome to Elite Villas Marbella's in-depth analysis of the global real estate market for 2025-2026. This presentation will guide you through the four macroeconomic seasons and their impact on real estate, providing valuable insights for real estate investors, developers, and industry professionals.

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The Four Macroeconomic Seasons

1

2024 Called Spring

Early cycle recovery with rising growth and falling inflation.

2

2025 Called Summer

Economic expansion peaks, with strong liquidity and moderate inflation.

3

2026 Called Fall

Slowing growth and persistent inflation drive a focus on inflation-resistant assets.

4

2027 Called Winter

Economic contraction with reduced liquidity and risk appetite.

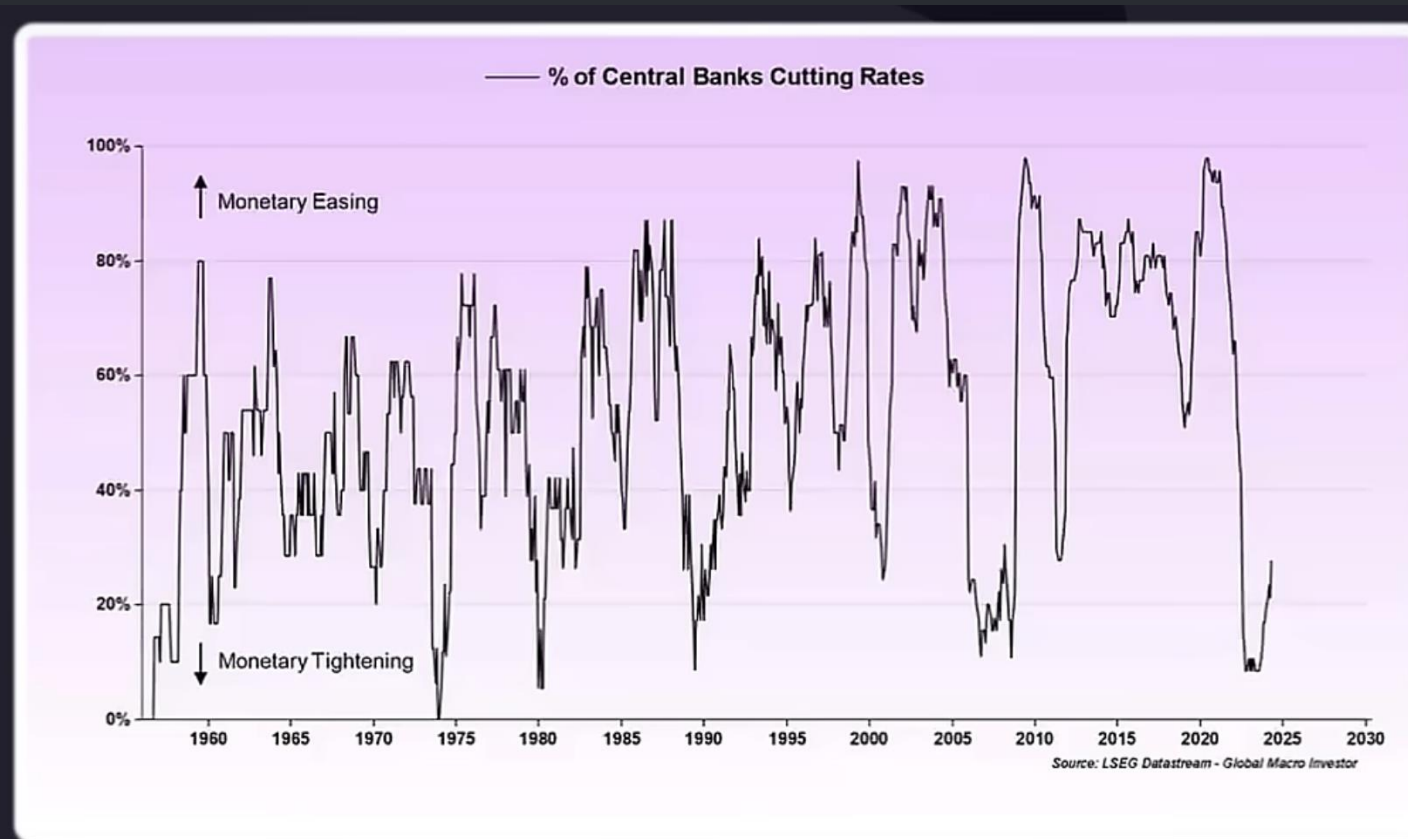
2024 Called Spring: Disinflationary Boom

Economic Characteristics

Rising growth and falling inflation mark the early stages of recovery. Central banks ease monetary policy, improving liquidity and credit access.

Real Estate Dynamics

- Buyer optimism improves as interest rates drop
- Developers restart projects for increased demand
- Early investors seek undervalued properties





2025 Called Summer: Inflationary Boom

Economic Characteristics

Growth accelerates, and liquidity peaks, driving consumer and investor confidence. Inflation begins to rise, signaling economic momentum.

Price Appreciation

High liquidity and demand push property values upward, particularly in high-end markets like Marbella.

Vacation Properties

Rising tourism boosts demand for short-term rentals and lifestyle properties.

Luxury Segment

High-net-worth buyers prioritize properties that offer lifestyle upgrades and investment value.



2026 Called Fall: Stagflationary Boom

1

Economic Characteristics

Slowing growth, persistent inflation, and the beginning of monetary tightening. Investors focus on tangible assets to hedge against inflation.

2

Real Estate as Inflation Hedge

Real estate serves as a store of value during inflationary periods, attracting more capital from investors.

3

Institutional Interest

Investors allocate more capital to real estate for its stability and income potential.

4

Rental Yields

High demand for rental properties further strengthens the sector, driving up rental income.



2027 Called Winter: Deflationary Bust



Economic Contraction

Falling growth and inflation, with reduced liquidity as central banks tighten credit.



Market Slowdown

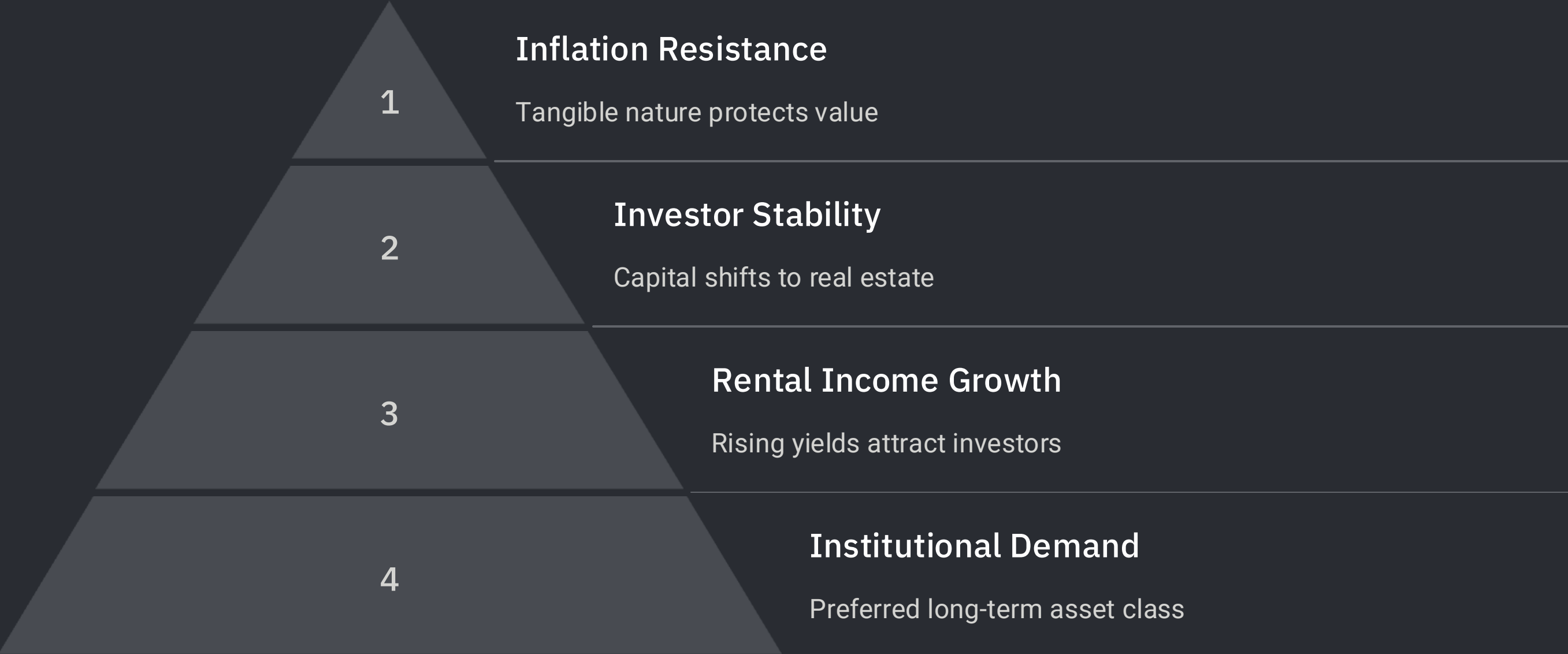
Transactions decrease due to tighter credit conditions.



Distressed Opportunities

Cash-rich buyers can acquire undervalued properties during this phase.

Why Real Estate Peaks in 2026



Current Market Position: 2024

2024 Opportunities

- Secure undervalued properties
- Position projects for rising demand
- Emphasize long-term growth potential

Transitioning to 2025

- Prepare for high demand in luxury homes
- Anticipate price appreciation in premium markets
- Focus on rental properties as tourism strengthens

Selling Real Estate Strategy (2025-2026)

Focus on High-End Luxury

Showcase properties with professional photography, drone footage, and virtual tours.

Data-Driven Targeting

Leverage analytics to reach affluent buyers globally and tailor marketing efforts.

Storytelling Approach

Emphasize Marbella's unique lifestyle and investment potential through compelling narratives.





Renting Real Estate Strategy (2025-2026)



Premium Rentals

Focus on high-end properties for expatriates, digital nomads, and vacationers.



Luxury Platforms

Promote on Airbnb to reach discerning clients.



Concierge Services

Highlight exclusive amenities and personalized services to attract premium renters.

Developing Real Estate Strategy (2025-2026)

1

Sustainable Luxury

Incorporate eco-friendly designs and smart-home technologies.

2

Exclusive Communities

Build gated properties with premium amenities like private pools, spa, gym.

3

Strategic Timing

Launch projects to coincide with 2025 and 2026 demand peaks.

Digital Marketing Strategy (2025-2026)

Website Optimization

- Advanced property comparison tools
- ROI calculators and virtual tours
- Market-specific content and insights

Social Media Focus

- Short-form videos on Instagram, YouTube & TikTok
- Long-form content on YouTube
- Personalized email marketing campaigns



Preparing for Seasonal Shifts

2024 Called Spring

Identify undervalued properties and prepare for rising demand.
Highlight Marbella's long-term investment potential.

1

2026 Called Fall

Market properties as inflation-resistant investments with strong rental yields. Target wealthy investors and affluent individuals seeking long-term stability.

3

2025 Called Summer

Emphasize turnkey luxury homes and vacation rentals. Target affluent buyers and tourists seeking lifestyle properties.

2

Market Opportunities by Season



		Macro Seasons					
		Spring	Summer	Fall	Winter		
Asset Classes	Absolute	Security					
		Equities	ACWI	↑	↑	↓	↓
		Credit	LQD	↑	→	↓	→
		Commodities	DN1	↓	↑	↑	↓
		Bonds	TY1	↓	↓	→	↑
		Cash	TB1	↓	↓	→	↑
		Crypto	-	↑	↑	→	↓
Equity Indices	vs. MSCI ACWI	S&P 500	ES1	↑	→	↓	→
		NASDAQ 100	NQ1	↑	↑	↓	↓
		Euro STOXX 50	VG1	→	↑	→	↓
		FTSE 100	Z1	↓	↓	↑	↑
		Swiss Market Index	SM1	→	↓	→	↑
		Nikkei 225	NQ1	↑	→	→	↓
		MSCI China	FXI	↑	→	↓	→
		MSCI Emerging Markets	EEM	↑	↑	→	↓
		MSCI Pacific ex-Japan	EPP	→	↑	↑	↓
		Equity Sectors	vs. MSCI ACWI	Energy	XLE	↓	↑
Materials	XLB			→	↑	→	↓
Industrials	XLI			→	↑	→	↓
Consumer Discretionary	XLY			↑	→	↓	↓
Consumer Staples	XLP			↓	↓	↑	↑
Health Care	XLV			↓	↓	→	↑
Financials	XLF			→	↑	→	↓
Technology	XLK			↑	↑	↓	↓
Communication Services	XLC			→	↓	→	↑
Real Estate	XLRE			↓	→	↑	→
Utilities	XLU			↓	↓	↑	↑
Semiconductors	SMH			↑	→	↓	↓
Home Builders	XHB			↑	→	↓	↓
Regional Banks	KRE			→	↑	→	↓
Gold Miners	GDX			↓	→	→	→

Source: Real Vision

24%

Growth

Expected increase in property transactions during 2024 called spring.

35%

Appreciation

Projected price appreciation for luxury properties in 2025 called summer.

18%

Yield Increase

Anticipated growth in rental yields during 2026 called fall.



Conclusion: Capitalizing on Market Cycles

Elite Villas Marbella is strategically positioned to leverage the upcoming economic cycles. By aligning our strategies with market trends, we ensure long-term success for our clients and stakeholders.

As we transition from 2024 (Spring) to 2025 (Summer) and 2026 (Fall), our focus on luxury properties, inflation-resistant investments and premium rentals will drive growth and value in the Marbella real estate market.