

# HOT PROPERTIES

VIVA ESTATES

Featuring Benahavís Hills Country Club



The Best Spanish Homes & Living



# Listening... & Delivering!

With more than 15 years' professional experience of the Coast's thriving real estate sector, and with a coveted design award under their belts, the Eralia Group has been responsible for the creation of some 1,200 properties at Marbella's landmark Santa María Golf & Country Club, and is currently building close to 600 luxury homes at two prestigious locations in Benahavís Costa – hailed as the new Golf Valley - and on the Ronda Road. *Carolyn Mowlem* talks to Managing Director, Leonardo Cromstedt.

PHOTOGRAPHY: WAYNE CHASAN AND ANDRES VALLEJO

## Leonardo Cromstedt

Managing Director  
the Eralia Group of Companies

"The Eralia Group has been steadily evolving over the last seven years with the same management, headed by myself and joint director Hector Tramullas, and a team that is ever increasing. Our association with three other major companies in the construction industry – Moleón, Lomaysa and Penibética – means that we have the financial muscle and human resources necessary to bring large-scale projects to fruition."

In order to provide clients with the comprehensive after-sales service so close to Leonardo's heart, and to which the Eralia Group is unwaveringly committed, the company headquarters are based at Santa María, surrounded by their three previous exclusive developments: Santa María Green Hills, Los Jardines de Santa María Golf, and Los Lagos de Santa María Golf, Los Lagos having recently received the 'Best Spanish Apartment' Award by Homes Overseas Magazine.

"We pride ourselves on having a young, dynamic and highly-trained team of professionals, each of whom is fully committed to our company philosophy of forging long-lasting relationships with our clients, based on trust. There is only one way of doing things... and that's to do them properly! We also invest a huge amount of time and effort in studying our clients' needs and preferences, and the optimum ways in which to satisfy them.





“There’s only one way of doing things... properly!”

“We have weekly meetings with our sales staff, those on the frontline, and who are totally current with evolving trends. It’s by keeping our finger on the pulse that we appreciate that the tendency towards end-user purchasers in 1997 – later usurped to a certain extent by investors – has now come full circle. Armed with knowledge like this, we are at the forefront when it comes to understanding clients’ exact requirements and aspirations.

“Our ‘location, location, location’ mantra is fundamental. With that in place, together with spectacular views, innovative design, good communications, a range of onsite leisure facilities and uncompromising standards of accommodation – our success is driven by the fact that we listen to our clients... and deliver!

“For instance, most are middle-aged and approaching retirement. We understand that health is a concern, and so one of the many additional services that we are providing at La Hacienda del Señorío de Cifuentes (322 apartments and penthouses, plus eight townhouses currently under construction at Benahavís Costa), is a heli-pad. It’s a small thing for us to do, but reassuring for our homebuyers to know that in the unfortunate case of a medical emergency, they’ll receive treatment within minutes.” It’s careful forethought such as this that underlines the Eralia Group’s commitment to making life as comfortable and enjoyable as possible for their clients.

While not involved with its development in any way, Leonardo professes to be a great admirer of the design and architecture of the prestigious Mansion Club in Marbella’s exclusive Sierra Blanca urbanisation. “In fact I would say,” he goes on, “that here on the Coast, the professionalism of the real estate market and third parties such as lawyers, is the highest in Spain, if not Europe. I’m proud and privileged to be a part of it.” 

