

Holiday real estate specialist Homes & Holiday AG continues to grow: New locations and an increase in staff

- New locations in Mallorca, Menorca and Munich
- Former E & V manager new sales manager in Spain

Munich, June 14, 2018. The Homes & Holiday AG, the first real estate franchise with a focus on holiday renting, continues to grow in Germany and Spain. By the end of July three more locations will be opened.

Eleven locations in the Balearics

On the 15th June Porta Mallorquina, daughter concern of Homes & Holiday AG, opens its ninth location in Mallorca. With this the core of the Homes & Holiday group is expanding its position as one of the top 3 estate agents on the island. The new real estate shop is situated in a prime location right on the main street in Portals Nous, at Carre Andratx 30. This district in the south-west of the island, made famous by its sophisticated marina, is characterized by the exceptionally high proportion of luxurious real estate and its lively real estate business.

Not only in Mallorca, however, but also on its sister islands Menorca and Ibiza the demand for real estate has noticeably revived. In 2017 the market volume in the Balearics was more than 4 billion euros and every third buyer was from abroad. In order to strengthen its market position as one of the biggest real estate providers in the Balearics the Homes & Holiday group opened, after Mallorca and Ibiza, its own real estate shop in Menorca. Porta Mondial Menorca is situated in the centre of the island's capital of Mahon and the official opening takes place in mid-July.

"English customers particularly appreciate the originality of the island with its solitary beaches and coves and the tranquil villages, and we are delighted to be able to present our extensive range of villas and apartments together with the advantages of Menorca directly on site" explains Thorsten Kaiser, sales manager Spain. Thorsten Kaiser moved from Engel & Völkers in the spring of 2018 to the Porta Mondial headquarters in Palma in order to advance the further expansion of the Homes & Holiday group in Spain.

First real estate shops in Bavaria

The Homes & Holiday group is also continuing its growth in Germany. This region is, after all, the most popular holiday destination in Germany. After being represented in Munich with its AG headquarters the first real estate shop in the Bavarian state capital will be opened in July. In addition to city properties the new colleagues will, as in all the German locations, set themselves apart from the competition with their extensive range of holiday properties. The new real estate shop is located in the popular Schwabing district of Maxvorstadt, Theresienstrasse 22, and will be officially opened in mid-July.

With the three new real estate shops the Homes & Holiday group increases its presence in Spain and Germany to 21 locations.

About Homes & Holiday AG

The Homes & Holiday AG is based in Munich and was the first franchise system, together with its subsidiaries Porta Mondial, Porta Mallorquina and Porta Holiday, to specialise in holiday real estate. Within an integrated business model the group offers all services including classic real estate brokerage (Porta Mondial/Porta Mallorquina), holiday renting (Porta Holiday), and property management (via external service providers). Thereby the group concentrates with its 21 locations, on Spain and Germany, Europe's most attractive real estate markets. In 2017 the Homes & Holiday group increased its sales and booking turnover by more than 47% up to over 139 million euros.

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