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Mercers Gain 'Best Real Estate Agency Spain' Award after 25 years of Hard Work

After 25 yrs at the forefront of the Spanish property market, Mercers see their recent award win at the CNBC-sponsored European Property Awards as an endorsement of their business and a real pat on the back for a quarter of a century of hard work.

MALAGA, SPAIN, October 07, 2008 **/24-7PressRelease/** -- After 25 years at the forefront of the Spanish property market, Mercers see their recent award win at the CNBC-sponsored European Property Awards as not only an endorsement of their business but also as a real pat on the back for a quarter of a century of hard work. And, it would seem that trend-setting rather than trend-following has been the secret to Mercers success and longevity in what is now quite a tricky Spanish property market.

Chris Mercer, Director of the Jerez and Mazarron based property specialists, comments, "We have always looked at our competitors methods and tried to do almost the opposite. Mercers has consistently invested heavily in its aftersales service which is far more important than people realise and from a property point of view I look for new areas rather than following the 'pack' to the obvious Costas."

Chris continues, "Our flagship office is in the historic centre of Jerez and we've bucked the trend and had a pretty buoyant 2008. When the Spanish property market started to falter in 2007 Jerez was in a very strong position. According to figures from Spain's leading property portal, Fotocasa, price per square metre in Jerez was 46% cheaper than the national Spanish average and a mammoth 77% cheaper than nearest-neighbouring city, Cádiz. In spite of adverse market conditions, Jerez clearly had some catching up to do and the potential for capital growth was obvious. With a thriving rental market and undervalued prices, Jerez is still very much a shrewd mid- to long-term investment proposition."

Mercers' Costa Cálida office in Mazarron is also experiencing increased sales figures over the summer as the bargain-hunters come out in force. They have a number of vendors who are highly motivated to sell due to financial or personal reasons and in some cases prices have been slashed quite considerably. Terraced villas on an established golf resort are available from as little as 65,000 euros. Furthermore, with the pound still devalued, vendors repatriating profits back to the UK are making far more money than they would have done this time last year, so there's plenty of room for even more negotiation. During one week this September Mercers' Mazarron office achieved six sales, which in a good market would be great but in this current market is exceptional.

At Mercers business is brisk and if they continue to marry exceptional customer service with a distinctive property portfolio then further industry recognition shouldn't be too far round the corner.

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