

## **Seagarden Villas – a great investment!**

- 1. Prices, dimensions**
- 2. Position of houses**
- 3. Investing**
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- 5. Property Management**
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Seagarden Villas is a luxury seaside development of apartments and houses on the Bulgarian Black Sea coast. Seagarden Villas has several advantages compared with other complexes, which make it a better investment.

### **Capital growth**

Property located within 500m of the coast is in short supply. The area available for new construction is reducing in size every year – pushing up prices. *Further away from the sea, there is a lot more property available.* Prices there have risen more slowly, because a lot more land is available.

Property close to the sea is the most desired, attracts the most interest, and has the easiest re-sale prospects. Seagarden Villas is just 200m from the beach.

### **Investment income**

Seagarden Villas has advantages which make it more attractive to tourists – and therefore able to generate a better investment income. Here are the five key advantages of Seagarden Villas:

1. Like most complexes, it attracts couples and families who want to stay in a room or apartment. *However Seagarden Villas also attracts families or groups of people who want to rent an entire villa – for example one floor for each family.*
2. Like most complexes, it attracts independent tourists who like to organize their own holidays, and rent an apartment or villa. *However Seagarden Villas also attracts tourists who like to stay in a hotel, and have everything organized for them.*
3. Like most villa complexes, car hire is available. *However unlike most villa complexes, tourists do not need to hire a car.* Everything is in walking distance -several beaches are close by, also restaurants, bars and other tourist infrastructure.
4. During the peak season when everything is busy, Seagarden Villas will offer a premium experience to tourists who are prepared to pay more. *During the off-peak season when there are fewer tourists, Seagarden Villas will offer a premium experience at "normal" prices – taking customers away from "average" quality hotels.*
5. Seagarden Villas is near Lozenets, the "Saint Tropez" of Bulgaria. The preferred destination of the "rich and famous", it could not be in a better location. For the cost of an "average" holiday in France, tourists can afford a "premium" holiday in Lozenets!

### **Rental opportunities**

Mekoa provides an optional rental service. The estate will be marketed as a top class resort. It will be operated like a hotel, with a reception, swimming pool, fitness center etc. available to everyone. The houses and apartments will be rented out like rooms in a hotel. The total profit is divided among the owners at the end of each season. The percentage is calculated based on the value of the property owned, so that all owners make the same percentage return on investment.

Each house is completed to the same high specification, allowing block rentals of the whole estate. The emphasis is on quality - to maximize rental in the off-peak times as well as the peak season.

### **Realistic expectations**

In 2008 there were about 6 million tourists to Bulgaria, all needing a place to stay. The majority of them came on charter flights with accommodation organised by tour operators.

Mekoa will target the tour operators who offer luxury packages at an affordable price, rather than the mass market lowest cost packages.

Tour operators prefer to deal with organised hotels rather than individuals or letting agencies. Hence Mekoa will offer hotel facilities, catering to both the tour operators, and also the independent or "walk in" tourist.

### **Financial Crisis**

Read about how Bulgaria and the property market is affected by the **financial crisis**.