Erna Low Property goes from strength to strength. Our last financial year was the best ever - with the highest total value of sales since we launched in 2003. Over the last five years the average property we’ve sold has doubled in price too - from €400,000 to €800,000. Despite all the recent economic uncertainty, demand for property in the French Alps remains undimmed.

In part that’s because canny British investors are diversifying their portfolios and looking for a safe place to put their money, spurred on by low French mortgage rates and healthy rental returns. But it also shows how attractive the idea of owning a mountain home has become. Our clients don’t buy property in the French Alps purely for investment purposes. They see life there as part of their own future too. That’s no surprise, given they’re skiers just like us.

They’re also pleasantly surprised by the choice of properties on offer. The last six years have been a time of change and renewal in French ski resorts. Huge investments in infrastructure have sparked a new wave of residential development, and one of the biggest changes has been in the quality of ski apartments. More and more mainstream property developers are now active in the Alps, bringing their skills and experience with them. Every season we’re seeing new ideas, better architecture and higher-quality finishes as a result. We’re also seeing increasing flexibility when it comes to rental pools. Some allow the owners up to 26 weeks of private use.

In other words, it’s a great time to be buying a mountain home. With 16 years’ experience in the Alpine market, and a network of hand-picked associates, we’re ready to help whenever you need us.

François Marchand, Director
EXPERTISE FROM START TO FINISH

Erna Low Property has deep roots in the Alps. Together with our tried and trusted network of associates, we offer a level of service and security few companies can match.

Over the years, the French Alps became a speciality, so expanding our speciality, so expanding our expertise and service which is rare in the modern era of one-man companies and unsupported internet listings. It starts with our French public liability insurance. This is only available to licensed estate agencies in France that have a Cote Professionnelle de Transaction: and it protects our clients against problems such as mis-selling or badly-drafted contracts.

Many of our clients apply for a Euro mortgage from a French bank to fund their purchases. Rather than recommending a single, one-size-fits-all mortgage broker to assist, we tailor our suggestions to the circumstances of the client, depending on whether their application is straightforward or is based on several sources of income.

The next step is to assist our clients in their dealings with the public notaries. These French officials are appointed by the Minister of Justice and they make sure property purchases are both legal and properly-conducted. In new-build projects they’re usually chosen by the property developers. But they don’t always speak good English, so we arrange for a second notary who does, to participate in a process known as a double minute. This ensures that our clients understand what’s going on at every stage of the purchase – from the payment of the first deposit to signing the final deeds of sale. Meanwhile, Erna Low Travel is ready to book ATOL-protected flights, transfers and accommodation whenever clients want to visit the Alps for viewings.

You’ll find the same levels of service during the purchasing process. For example, many of our clients apply for a Euro mortgage from a French bank to fund their purchases. Rather than recommending a single, one-size-fits-all mortgage broker to assist, we tailor our suggestions to the circumstances of the client, depending on whether their application is straightforward or is based on several sources of income.

The next step is to assist our clients in their dealings with the public notaries. These French officials are appointed by the Minister of Justice and they make sure property purchases are both legal and properly-conducted. In new-build projects they’re usually chosen by the property developers. But they don’t always speak good English, so we arrange for a second notary who does, to participate in a process known as a double minute. This ensures that our clients understand what’s going on at every stage of the purchase – from the payment of the first deposit to signing the final deeds of sale. Meanwhile, Erna Low Travel is ready to book ATOL-protected flights, transfers and accommodation whenever clients want to visit the Alps for viewings.

You’ll find the same levels of service during the purchasing process. For example, many of our clients apply for a Euro mortgage from a French bank to fund their purchases. Rather than recommending a single, one-size-fits-all mortgage broker to assist, we tailor our suggestions to the circumstances of the client, depending on whether their application is straightforward or is based on several sources of income.

The next step is to assist our clients in their dealings with the public notaries. These French officials are appointed by the Minister of Justice and they make sure property purchases are both legal and properly-conducted. In new-build projects they’re usually chosen by the property developers. But they don’t always speak good English, so we arrange for a second notary who does, to participate in a process known as a double minute. This ensures that our clients understand what’s going on at every stage of the purchase – from the payment of the first deposit to signing the final deeds of sale. Meanwhile, Erna Low Travel is ready to book ATOL-protected flights, transfers and accommodation whenever clients want to visit the Alps for viewings.

You’ll find the same levels of service during the purchasing process. For example, many of our clients apply for a Euro mortgage from a French bank to fund their purchases.
HAVE IT YOUR WAY

When it comes to off-plan mountain homes, choice and flexibility are the new watchwords

Close your eyes and think of a new-build mountain home. What do you see? A state-of-the-art apartment in the middle of a big-name ski resort? A stand-alone chalet, perhaps, with the services of a residence on the doorstep, complete with spa and restaurant? Or perhaps you’re actually a mountain biker more than a skier, and what you want is bike storage more than boot warmers.

Whatever your vision, in 2019-20 you’ll find something very close to it in the French Alps. For several years now, investment has been pouring into the region – and alongside all the lifts, snow cannons and leisure centres has come a new wave of property developers. Many have arrived from cities such as Lyon and Grenoble, buoyed by a resurgent domestic market. And they’ve brought with them a host of fresh ideas.

As a result, the sense of choice and flexibility on offer is unprecedented. It’s not just the range of resorts that’s so attractive – from the established names of Chamonix and La Plagne to rising stars such as Combloux, and established towns like Saint-Gervais-les-Bains. We’ve also seen a rise in standards and a greater sense of flexibility.

Take the six new demi-chalets at Les Chalets Paradis in Chamonix, for example. Here, owners can add saunas and Jacuzzis into what are effectively bespoke living spaces. Meanwhile, at Stallion Lodge – a development of studio to five-bedroom apartments in Megève – the owners will be able to customise both their interior and exterior finishes. Then, once installed, they’ll draw on the services of a concierge, who can book everything from private chefs to mountain guides.

The range of ownership options has broadened too. There’s no longer a simple binary choice between freehold and a classic leaseback scheme, which mixes a little private use with lots of weeks in a rental pool. Increasingly, developers are also offering more relaxed schemes with up to half the year available to the owners.

Of course, all this choice means buyers must be better informed, so they can make best use of all the variables. And that’s where a company like ours comes into its own. With more than 16 years’ experience in the Alpine property market, and good relationships with many of the most innovative developers, we can help turn those property-owning visions into a bricks-and-mortar reality.

SECOND CHANCE

The resale market in Arc 1950 is buzzing

Why is property in Arc 1950 so popular? You only have to stay once in this purpose-built village to know the answer.

It’s not just down to the slopes – although Les Arcs, in which it’s set, is a fabulous, multi-faceted place to ski. Just as important is the architecture. The 3-6 storey résidences wrap round a central plaza to create an extraordinarily friendly public space. Car-free and peppered with bars and restaurants, it’s the natural place to congregate at the end of the skiing day. In summer too, it’s buzzing.

If you’d like to buy a slice of this modern marvel, Erna Low Property is your first port of call. We’ve had an office in the village for seven years, and in that time we’ve handled over 250 sales – so we have a uniquely detailed understanding of the market. Given we’re a French agency, with its HQ in London, we’re also well-placed to bridge the gap between French and English clients. That’s crucial in Arc 1950, where 80% of buyers are now from France.

Two-bedroom apartments start at around €270,000, and offer a steady rental income through leaseback schemes. They’re also available as classic freeholds for private rental management. So if you’re new to the Alps, and you’re looking for good value and excellent skiing, put Arc 1950 on your short list. It’s purpose-built for your needs.
A second home in the Alps will revolutionise your life. But only if you make frequent use of it. Ski trips, summer holidays, off-the-cuff weekend escapes: you need to pack as many of them into your year as possible – and to do that, you should pick a property close to an airport.

Geneva is the obvious choice. Not only is the Swiss hub served by flights from every corner of the UK, as well as all six London airports. It can also be reached direct from Dubai, New York and Moscow.

Then, once you’ve landed, you’ll find a mouthwatering array of resorts within easy reach. Chamonix is the big-name option. Only 70 minutes’ drive from Geneva, the Alpine capital of extreme skiing is the obvious choice for experts, mountaineers and anyone who loves their scenery raw and wild. With Mont Blanc on the doorstep, you’ll never tire of looking up.

For those who prefer their slopes a little less steep, and their summer landscapes green and gentle, Combloux, Megève, La Clusaz and Les Carroz d’Arâches beckon. Each is part of a giant network of intermediate-friendly pistes, and offers a gorgeous landscape of pine forests and Alpine meadows once the snow’s gone. Meanwhile, Saint-Gervais-les-Bains has a laid-back, spa-town atmosphere, and historic Samoëns one of the prettiest village centres in the Alps. Most are only an hour’s drive away. So you’ll barely have time to settle into the journey, and decide which slopes you’ll ski/hike/bike first, before you’ve pulled up outside the front door of your résidence.

With the mountains on your doorstep, and the keys to your own property jangling in your pocket, it’s a moment you’ll never grow tired of.

**Comfort and convenience in Combloux**

The transition from sky to skis is easy at Les Roches Blanches, which offers underground parking as well as almost instant access to the Evasion Mont Blanc ski area. An indoor/outdoor pool, restaurant and both leaseback and freehold purchase options add to the allure. Prices for the two to three-bedroom apartments range from €254,000 to €615,500.

**The perfect Chamonix-valley launchpad?**

The 10 spacious, upmarket apartments in Le Green offer a rare new-build investment opportunity in Chamonix. What’s more, the traditionally-styled résidence is handy for almost everything – the ski lift to Flégère, the town centre, and the road up to the thrilling slopes of Les Grands Montets. The two to three-bedroom apartments cost between €645,000 and €1,045,000.

**The perfect Megève launchpad?**

New-build luxury apartments are as rare as hen’s teeth in upmarket Megève. But Stallion Lodge has broken the mould, with five cute, chalet-style résidences in a quiet but well-placed corner of the resort. The studio to five-bedroom apartments range from €285,000 to €2,009,000 and share a pool and high-end spa: the perfect place to relax after a day on the Evasion Mont Blanc slopes.

**FOR SALE**

www.ernalowproperty.com
Personalised Châtel apartments

Owners are encouraged to adapt both the floorplans and finishes in Les Cristaux – a chic development of 50 flats, spread across three chalet-style buildings. The studio to four-bedroom units are larger than average too, and cost €233,000 – €834,000. Bike lock-ups, storage caves and underground parking all come as standard.

Those aiming for good rental returns will find a receptive market in July and August, as well as January, February and March – especially if they focus on the most bike-friendly resorts.

Families love it too. All the bike parks offer gentle as well as white-knuckle descents, to which you can add both indoor and outdoor swimming pools, high rope obstacle courses, horse riding, bob-luge tracks or the simple pleasure of an afternoon spent building dams in a mountain stream.

So, however you plan to use your mountain home, the Portes du Soleil deserves a place on your short-list. Those aiming for good rental returns will find a receptive market in July and August, as well as January, February and March – especially if they focus on the most bike-friendly resorts.

Meanwhile, owners who want to maximise their own time in the mountains will find the area quickly becomes an integral part of their lives. “It came for the winters, but stayed for the summers” is a phrase you’ll often hear in the Alps. After a day spent freewheeling down a forest track, or hiking along a tranquil valley, it’s not hard to agree.

Of course, most investors are looking for a mix of benefits. At the very least, they want their rental income to cover their property’s running costs, even if they aim to turn it into a second home. In this respect, the Portes du Soleil really comes into its own. Several new developments are on the market offering extraordinarily flexible leaseback deals. These allow investors to claim back the VAT on their purchases, by putting them into a rental pool – while at the same time allowing them plenty of private access. In fact, some schemes offer them 26 weeks every year.

Add to that the allure of France’s highest snowfall average (courtesy of Avoriaz), and the thrill of famous ski runs such as the Coupe du Monde and the Swiss Wall, and you’ve got an area with genuine year-round appeal: one that could tip the work-life balance decisively in your favour.

Buy into the Portes du Soleile and you get a vibrant summer scene, as well as a giant ski area.

There’s more to the Portes du Soleil than skiing. The giant lift system knits together 12 resorts along the Franco-Swiss border, not far from Geneva, and in winter it offers a staggering 650km of pistes. These days, however, it’s almost as popular for its summers as its winters.

In late June, it’s the mountain bikers who load the charge, drawn by one of the most comprehensive MTB infrastructures in the Alps. Focused on Les Gets, Châtel, Morzine and Champéry-Morgins, it features four bike parks and 600km of trails – and has hosted the world’s most high-profile mountain-biking events. Hikers, e-bikers and trail-runners are not so far behind. This is an area that takes all its summer sports seriously. So, for example, it has responded to the mushrooming popularity of mountain running by creating a network of 54 waymarked trails, served by 23 different lifts and a dedicated smartphone app.

Families love it too. All the bike parks offer gentle as well as white-knuckle descents, to which you can add both indoor and outdoor swimming pools, high rope obstacle courses, horse riding, bob-luge tracks or the simple pleasure of an afternoon spent building dams in a mountain stream.

So, however you plan to use your mountain home, the Portes du Soleil deserves a place on your short-list. Those aiming for good rental returns will find a receptive market in July and August, as well as January, February and March – especially if they focus on the most bike-friendly resorts.

Meanwhile, owners who want to maximise their own time in the mountains will find the area quickly becomes an integral part of their lives. “It came for the winters, but stayed for the summers” is a phrase you’ll often hear in the Alps. After a day spent freewheeling down a forest track, or hiking along a tranquil valley, it’s not hard to agree.

Of course, most investors are looking for a mix of benefits. At the very least, they want their rental income to cover their property’s running costs, even if they aim to turn it into a second home. In this respect, the Portes du Soleil really comes into its own. Several new developments are on the market offering extraordinarily flexible leaseback deals. These allow investors to claim back the VAT on their purchases, by putting them into a rental pool – while at the same time allowing them plenty of private access. In fact, some schemes offer them 26 weeks every year.

Add to that the allure of France’s highest snowfall average (courtesy of Avoriaz), and the thrill of famous ski runs such as the Coupe du Monde and the Swiss Wall, and you’ve got an area with genuine year-round appeal: one that could tip the work-life balance decisively in your favour.

There’s more to the Portes du Soleil than skiing. The giant lift system knits together 12 resorts along the Franco-Swiss border, not far from Geneva, and in winter it offers a staggering 650km of pistes. These days, however, it’s almost as popular for its summers as its winters.

In late June, it’s the mountain bikers who load the charge, drawn by one of the most comprehensive MTB infrastructures in the Alps. Focused on Les Gets, Châtel, Morzine and Champéry-Morgins, it features four bike parks and 600km of trails – and has hosted the world’s most high-profile mountain-biking events. Hikers, e-bikers and trail-runners are not so far behind. This is an area that takes all its summer sports seriously. So, for example, it has responded to the mushrooming popularity of mountain running by creating a network of 54 waymarked trails, served by 23 different lifts and a dedicated smartphone app.

Families love it too. All the bike parks offer gentle as well as white-knuckle descents, to which you can add both indoor and outdoor swimming pools, high rope obstacle courses, horse riding, bob-luge tracks or the simple pleasure of an afternoon spent building dams in a mountain stream.

So, however you plan to use your mountain home, the Portes du Soleil deserves a place on your short-list. Those aiming for good rental returns will find a receptive market in July and August, as well as January, February and March – especially if they focus on the most bike-friendly resorts.

Meanwhile, owners who want to maximise their own time in the mountains will find the area quickly becomes an integral part of their lives. “It came for the winters, but stayed for the summers” is a phrase you’ll often hear in the Alps. After a day spent freewheeling down a forest track, or hiking along a tranquil valley, it’s not hard to agree.

Of course, most investors are looking for a mix of benefits. At the very least, they want their rental income to cover their property’s running costs, even if they aim to turn it into a second home. In this respect, the Portes du Soleil really comes into its own. Several new developments are on the market offering extraordinarily flexible leaseback deals. These allow investors to claim back the VAT on their purchases, by putting them into a rental pool – while at the same time allowing them plenty of private access. In fact, some schemes offer them 26 weeks every year.

Add to that the allure of France’s highest snowfall average (courtesy of Avoriaz), and the thrill of famous ski runs such as the Coupe du Monde and the Swiss Wall, and you’ve got an area with genuine year-round appeal: one that could tip the work-life balance decisively in your favour.
1. Ultra-flexible apart-hotels

Holiday habits are changing. These days, people don’t always want to book a trip for a whole week. Often, they’re also travelling in groups that are larger, or smaller, than the traditional family unit.

So for winter 2019 we launched a new ultra-flexible apart-hotel concept - Daddy Pool. 10-20% of the apartments in our new Daddy Pool résidences are designed to be sub-divided and let separately. That means a three-room apartment can either be rented out in its entirety, or as one “junior suite” bedroom and another “master suite” with a kitchen, lounge area and beds for four people.

Meanwhile, bigger families and groups can also book ultra-modern dormitory rooms, with up to ten beds. Crucially, whatever the room size, guests can stay for as many nights as they want, whether it’s two nights or ten.

The result? Greater flexibility means more bookings - especially outside the peak weeks of the school holidays - and therefore higher rental returns for our investors.

2. New public spaces in which to relax

Anyone who’s stayed in a modern city-centre hotel will have noticed the way the use of lobbies and lounges has changed in the last five years. Suddenly, everybody wants to hang out in them, rather than hiding in their rooms.

All our new Daddy Pool résidences will reflect this change – with bigger, more exciting public spaces. It’s not just a question of offering pools and spas, but co-working spaces, bar-tapas restaurants, kids’ rooms and games rooms as well. The style is modern and eclectic, the atmosphere conversational and relaxed: giving families and friends places in which to reconnect without having to go off in search of a café or a public leisure complex.

3. Customised floorplans

It’s not just holidaymakers who are demanding more flexibility. Homeowners want it too. That goes beyond selecting different colours and finishes in a new-build apartment. If a buyer is looking for a larger property or bigger rooms we can work with our internal architects to combine two apartments and/or reconfigure floorplans.

4. Green building initiatives

In every stage of the design and build process, we’re reducing the environmental impact of our buildings.

To cut energy consumption, for example, we choose sunny, south-facing sites and install heat recovery systems. We also build with local materials wherever possible: Douglas fir and larch for the frames, cladding and railings, and spruce for the interiors. All are sourced from France or – failing that – the rest of Europe, to reduce long-distance shipping. Meanwhile rainwater is extensively harvested and water-efficient appliances are installed. Put all these practices together, and we can justifiably speak of a new generation of low-impact mountain homes.

5. A wider range of ownership schemes

Finally, we’re well aware that not all owners use their properties in the same way. For those wanting plenty of private use as well as a rental income, we’ve developed the Co-Ownership of Residence for Tourism – the CRT. This lets owners enjoy their second homes for up to six months a year whilst still benefiting from rental-pool income and a full VAT refund on the property.

Now, for the Daddy Pool apart-hotel label, we’ve launched a new leaseback product, tightly-focused on rental returns. All Daddy Pool apartments will be sold under these schemes, which offer less private use than a CRT, but much higher rental income. In fact, the average yield could reach 9% or 4% a year, before tax.

A FRESH APPROACH

The Alpine property market is fizzing with fresh ideas - and many of them come from Terrésens, one of Erna Low Property’s principal partners in France. Here, Marketing Manager Margaux Planet outlines five key innovations.
For many buyers in the Alpine Property market, customising their interiors is a daunting but crucial part of the purchasing process. Chalet Shop makes that job a whole lot easier.

Launched in 2013, we’re a top-to-bottom furnishing service for the Alps. We aim to make your new mountain home both beautiful and practical, with the minimum of fuss – and we have years of experience doing just that.

Back in 2006, I was appointed manager of Sir Richard Branson’s luxury chalet, The Lodge - overseeing its transition from a 33-bed hotel to one of the most sumptuous private rental properties in the Alps. On my return to the UK, I founded Chalet Shop with Sally Ingham, a lawyer, and we later completed our triumvirate of Directors with Vikki Ginks, a former Global Marketing and Partnerships VP at Amex. A combination of friendship, complementary skillsets, grit and determination has seen Chalet Shop’s steady expansion ever since.

Our service starts with a conversation. We need to understand your vision, tastes and requirements – and to get the ball rolling, we’ve designed several off-the-shelf furnishing packages. They contain everything from cutlery to artwork and are fully customisable. As you’ll see from our website, chalet-shop.com, we have access to a dazzling variety of beautiful products. We can also source one-off items such as handcrafted furniture, and are no strangers to unusual requests. Drum kits, vegan-friendly accessories, motorised beds: we’ve found them all.

We’ll also guide customers through the different needs of a property that will be rented out, as opposed to one that’s a full-time second home.

Then comes the all-important delivery. We know from experience how frustrating and time-consuming it is to receive deliveries in dribs and drabs, never mind the added complications of mountains and snow. So we deliver everything in one go and synchronize this with the arrival of trusted local tradesmen. If you’ve picked our premium service, we’ll not only unpack, we’ll also dress the property ready for use. All you have to do is turn up, ready to enjoy the skiing.

All this comes without the price tag of traditional interior designers. The result is a property that oozes contemporary Alpine charm – as well as sky-high levels of customer satisfaction. “Hannah, Sally and Vikki were absolutely amazing when it came to furnishing our chalet,” is typical of the feedback you’ll find at chalet-shop.com.

For details of Chalet Shop’s furnishing service as well as our packages and products, visit chalet-shop.com or call +44 161 883 1992.
GET MORE OF THE ALPS FOR YOUR MONEY

An experienced currency specialist can save you thousands of pounds when you buy a mountain property. Michael Hart of Halo Financial explains how.

There’s a lot to think about when you buy a mountain home. Chalet or apartment? High altitude and snowsure, or low-altitude and cute? Leaseback or classic freehold? There may also be mortgage brokers to contact, tax advisers to consult, and a notary to commission. So it’s no wonder that picking the right moment to buy your Euros often slips down the list of priorities. But it shouldn’t: because using the right methods to exchange currency can bring big savings during the purchase process.

Getting to grips with exchange rates

Exchange rates fluctuate constantly. The rate you get when you first agree to buy a property will be different to the rate you get when you pay your deposit. It’ll be a different price again when you sign the final deeds of sale and - if you’re buying off-plan - each time you make a scheduled payment during construction.

In the current political climate, these currency movements can be considerable. When it comes to buying property the difference they make to the final cost is measured not in hundreds but thousands of pounds.

How a currency specialist can help

At every stage of the buying process there are ways you can save on the overseas payments you’ll make for your property - whether it’s for the deposit, the final payment in Euros, or the ongoing mortgage or property maintenance costs. By enlisting the help of a currency specialist, such as Erna Low’s recommended firm, Halo Financial, you’ll bring a wealth of knowledge and experience to the task, and save yourself both time and money.

For example, we can monitor the currency markets and let you know how they are moving, as well as alerting you to upcoming political and economic news that will affect future exchange rates. When it comes to buying Euros, we can also offer rates that are usually closer to the Interbank rate than your local bank. This is the rate banks use to exchange currency with each other, and it can be up to four percent better than the standard high street or retail exchange rate. That’s a difference of €20,000 on a €500,000 property.

Tools of the trade

There are ways you can protect the price of your property at the very start. A currency tool called a Forward Trade lets you set the exchange rate when it is favourable, at a time that suits you, so it will not change by the time you come to pay for your property.

If there is an exchange rate you have in mind and the rate hasn’t quite reached it yet, there is another tool available called a Market order, where you can place an order for a specific exchange rate and then make your currency transfer when it hits that rate.

A qualified currency specialist can talk you through the different tools and strategies available to ensure you are maximising your money for your Alpine purchase.

What next?

If you have other big overseas transfers on the horizon - for property bills, a mortgage, or perhaps for pension or salary payments - a qualified currency consultant can help with those too. Savings can be made on regular currency payments by forward planning, setting the rate with a Forward Trade, or simply by avoiding banking charges. It’s one less thing to think about, so you can focus on enjoying your time in the Alps.

Michael Hart is Business Development Manager at currency experts Halo Financial. www.halofinancial.com

With political and economic events moving the currency markets day in, day out, by the hour and the minute, the rate you receive could have changed considerably in the time it has taken to process your Alpine property purchase.

How currency movements can affect the price of your property

<table>
<thead>
<tr>
<th>Date</th>
<th>£1 = €</th>
<th>Price</th>
<th>Price difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 28, 2016</td>
<td>1.195</td>
<td>£815,900</td>
<td>£87,700</td>
</tr>
<tr>
<td>August 30, 2017</td>
<td>1.079</td>
<td>£903,600</td>
<td>£44,650</td>
</tr>
<tr>
<td>May 30, 2019</td>
<td>1.133</td>
<td>£860,550</td>
<td></td>
</tr>
</tbody>
</table>

Figures from www.halofinancial.com

Authorised by the Financial Conduct Authority under the Payment Services Regulations 2009, PIN 528727.

Her Majesty’s Revenue & Customs MSB registration No. 12197454.


Battersea Studios 2, 82 Silverthorne Road, London, SW8 3HE, United Kingdom

An experienced currency specialist can save you thousands of pounds when you buy a mountain property.

Michael Hart of Halo Financial explains how.

With political and economic events moving the currency markets day in, day out, by the hour and the minute, the rate you receive could have changed considerably in the time it has taken to process your Alpine property purchase.

HOW CURRENCY MOVEMENTS CAN AFFECT THE PRICE OF YOUR PROPERTY

PRICE OF A €975,000 FOUR-BEDROOM CHALET IN STERLING

July 28, 2016
£1 = €1.195
£815,900

August 30, 2017
£1 = €1.079
£903,600

Price difference
£87,700

May 30, 2019
£1 = €1.133
£860,550

Price difference
£44,650

foreign exchange services, professionally delivered

Figures from www.halofinancial.com

Authorised by the Financial Conduct Authority under the Payment Services Regulations 2009, PIN 528727.

Her Majesty’s Revenue & Customs MSB registration No. 12197454.


Battersea Studios 2, 82 Silverthorne Road, London, SW8 3HE, United Kingdom

An experienced currency specialist can save you thousands of pounds when you buy a mountain property.

Michael Hart of Halo Financial explains how.

With political and economic events moving the currency markets day in, day out, by the hour and the minute, the rate you receive could have changed considerably in the time it has taken to process your Alpine property purchase.
Most Erna Low clients start by buying into the Alps. But it’s such a positive and life-enriching experience that many come back to us looking to invest in other destinations. Often, they’re thinking of the sea.

The South of France is the obvious choice. For over a century, it’s been a byword for style, glamour and the rejuvenating effects of the Mediterranean climate – and it has a truly international appeal. For anyone who’s bought in the French Alps, it also offers a familiar financial and legal environment, with the same flexible ownership schemes. Many of our owners buy on a leaseback basis, claiming back up to 20% VAT in the process. But even though their property is then placed in a rental pool, they still have plenty of time to enjoy it themselves. Long lunches in seaside restaurants, day-trips to the Luberon valley, the Picasso Museum at Antibes: the Côte d’Azur lifestyle quickly becomes one of the building blocks of their year.

Just as in the Alps, the region offers a broad mix of prices. In the famous Riviera resorts of Nice, Cannes, St Tropez and Sainte Maxime, prestige developments are priced at a similar level to upmarket ski resorts. But there are fantastic opportunities for those with tighter budgets too. Move just a few miles inland and you’ll find atmospheric hill-top villages, a sense of space, and spectacular views. At the new Domaine Jardins en Vue development, for example, studio apartments start from €179,000 and are just 20 minutes’ drive from Cannes.

Erna Low Property has been operating in the South of France for more than a decade. We’re a French estate agency, with a wide range of trusted French partners – from property developers to mortgage brokers and notaires – so extending our business into the region was a natural step. More recently, we’ve also made a move into another vibrant property market – Portugal. Here, we’re working hand in hand with successful developers such as Terréssens, and we’ve found an extremely receptive audience.

The appeal is obvious. It’s not just that Portugal is a lovely setting for a second home – thanks to its rich heritage, low cost of living and endless sandy beaches. The country’s booming technology sector, Golden Visa scheme and foreigner-friendly tax regime have all breathed new life into its property market. And even though prices are rising, the country still offers excellent value for money.

La Réserve at Comporta, south of Lisbon, is a great example of how far your money will go. Here, close to a stunning 40-mile beach, three to five bedroom Prestige villas are set in private planted gardens of 1,000-2,000m² and come with private pools and an ocean of shaded decking. The interiors, by Alpine standards, are enormous. Each offers 158-256m² of space, with prices from €1,712,000 – about half what you’d pay for a similar property in the South of France. A range of ownership schemes is also available, including a flexible leaseback deal which allows owners up to seven months of personal use. Long starlight evenings beckon – lounging around the fire pit with friends and family, with a bottle of two Portuguese Albarinio wine on the go.

But whatever your property’s purpose – whether it’s a revenue-generating investment, a beachside bolthole, a retirement home or maybe a bit of all three – you can be sure of one thing: working with Erna Low Property will make the purchasing process as smooth as possible. Founded in 2003, we have years of experience helping buyers realise their dreams in some of Europe’s most sought-after holiday resorts. Together with our partners, we’ll guide your every step. So you can find your place in the sun with the minimum of fuss.
To discuss your requirements, call us on +44 (0)20 7590 1624 or email enquiries@ernalowproperty.com

Press Contact: Vanessa Fisher
E vanessa@vanessafisher.com
T +44 7957 618525

Erna Low Property Ltd
9 Reece Mews, London SW7 3HE

Arc1950 Immobilier
Résidence Les Jardins de la Cascade, Arc 1950 le Village,
73700 Bourg St Maurice, France

Company Registration No: 5221660 VAT No. 947 9018 85
Numéro d'identification unique (SIREN): 502 641 830 R.C.S Chambéry
Numéro intra-communautaire d'identification à la TVA: FR71 502 641 830 00026 /// Numéro Carte Professionnelle CP7301 2018 000 032 638 délivrée le 16/07/2018 par la CC de Savoie

This report is for general information only. Although every effort has been made to ensure its accuracy, Erna Low Property Ltd accepts no liability for any direct or consequential loss or damage arising from its use. Reproduction of this report, in whole or in part, is prohibited without written permission from Erna Low Property Ltd. All prices, mortgage rates and other quoted figures were correct at time of going to press.

Cover image: Les Fermes du Mont Blanc, Combloux by Terrésens. Image: © Groupe Terrésens