

Being different makes us unique

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HISTORY

Atipika Barcelona was founded in 1999 by Isabel Osorio in a Barcelona that is very different to the way it is today. Having lived in the United States and the United Kingdom, Isabel Osorio was a witness to the huge gap in the level of public and private services between these two countries and Spain. The market was not as competitive here, and there were no professionals who could provide their international clients with multilingual services, so these buyers could not receive specialised treatment. That was when the idea of Atipika emerged: to create a real estate company that would offer personalised services to both its domestic and its international clients which would be governed by clear values and philosophy: transparency, lifelong learning and personalised service.

After 20 years of experience, the company is now proud of being a benchmark within the real estate sector. The team has grown, new departments have been created, and the territory where we operate has expanded to currently encompass:

Barcelona and surroundings, Castelldefels, Sitges, Maresme, and Costa Brava.

WHO WE ARE



■ **Isabel Osorio**, who holds a Bachelor's degree in Public Relations and Business Management, along with two post-graduate degrees, represents the experienced viewpoint in domestic and international corporations thanks to her extensive experience coming from her participation in projects for Coca-Cola, IMAX Corporation and Key Advertising. Her global business vision, her adaptability and her communication-based system has always been applied in each of the departments she has led, and it is the cornerstone of how Atipika works.

*"We have a different way of working.
Expect excellence in every aspect of our work."*



■ **Renzo Riva**, an IT engineer whose career has unfolded in the top consultancy firms, brings constant innovation to Atipika. His career has led him to participate in numerous projects involving the development and implementation of IT projects. His knowledge of IT and the business world help Atipika constantly innovate in order to offer its clients the best service.

*"Our values are what shape our culture and reflection
our vision: offering our clients a perfect service."*



■ **Meritxell Miret**, who has a Bachelor's degree in English language and literature, started her career at Atipika in 2000, in the first real estate office located in Barcelona's World Trade Centre, with the goal of catering to the internationals coming to Barcelona. As a fan of psychology and a person who adores travelling and learning about different cultures, she has continued to evolve within Atipika, where she currently manages the rental department.

*"We honour our name by providing a professional,
ethical yet effective service."*

Being different makes us unique

GLOBAL SERVICE

Our experience enables us to effectively meet any kind of real estate need for both private individuals and companies. **We take charge of providing a solution and guiding you in sales, rentals and asset management** to ensure that you feel secure at all times. More than 11,000 transactions in 20 years endorse our method and way of working. More than 50 nationalities are found in our database of clients, whose loyalty we have earned through effort and trust.

MULTILINGUALISM

We want to, we try to and we make an effort to ensure that each client feels at home, regardless of where they are from. This is why we at Atipika focus on the multilingual training of our team, all of whom have **international experience which enhances smooth communication with clients from all over the world.**

PERSONALISED ATTENTION

We know that our clients' needs require **individualised attention**, meaning **direct, transparent, effective service.** For this reason, at Atipika you will find an advisor who will guide you throughout the entire process, always reflecting the solid core values of a reliable family-owned company.

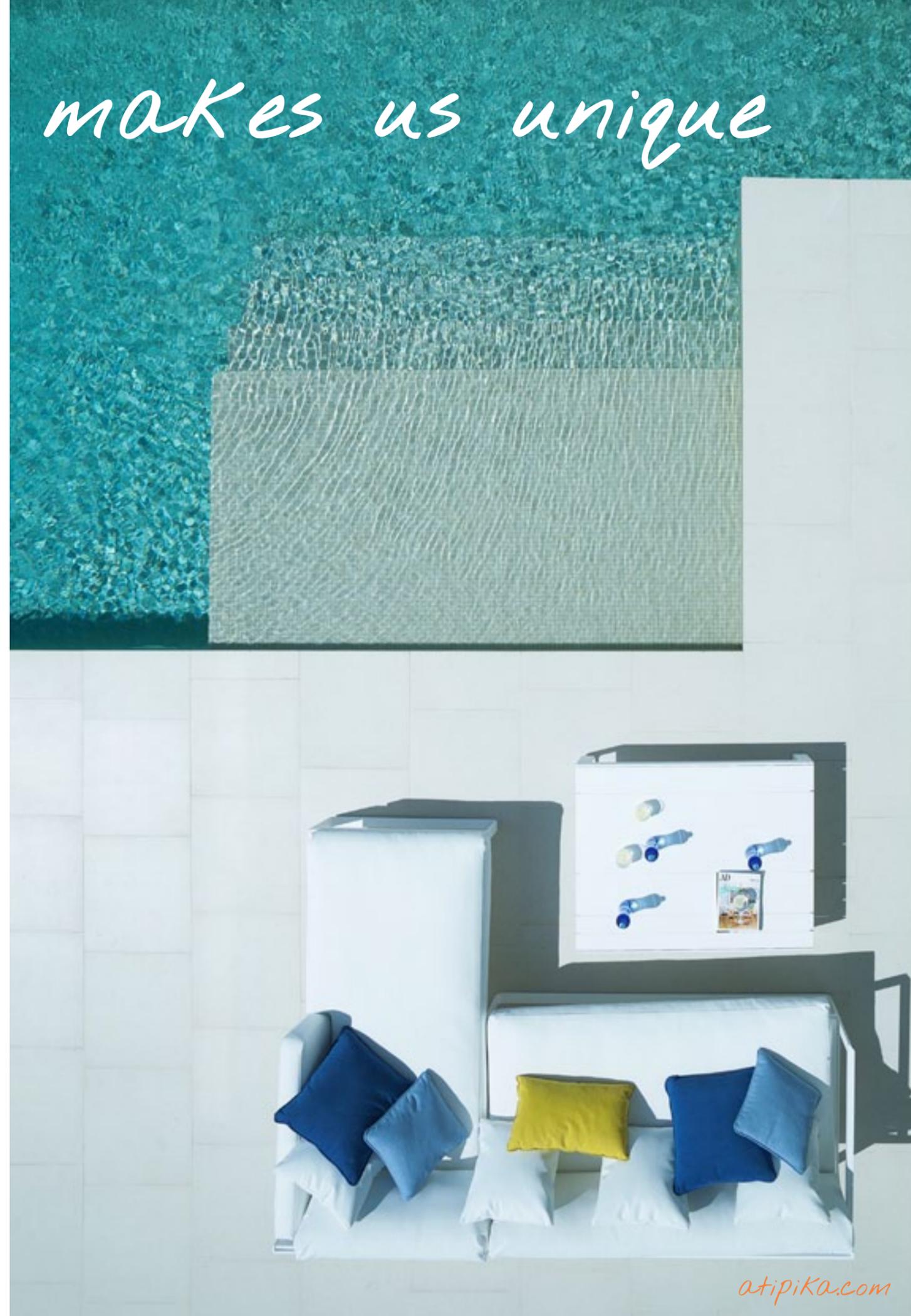
CONSTANT UPDATING

The ever-changing environment in which we live requires constant adaptation within the real estate sector. We are aware that your investment always needs updated information and responses, and that's why **trusting Atipika means choosing a cutting-edge company.** We adapt to change in a rational, orderly fashion, offering the best technical, sales and human resources with the steadfast conviction that this always yields the best results. Our 'bespoke' programmes enable us to constantly update the information we offer our clients.

At Atipika Barcelona, we are always up on the latest information in the sector in order to anticipate the near future. After all, we get exceptional results in all our purchase, rental or asset management transactions because of our extensive knowledge of the real estate market.

Our constant availability to our clients is one of the crucial cornerstones of our company, just like the direct dialogue we engage in to meet their particular needs. All of our employees offer this personalised service and are qualified and an integral part of the company. We also invest in resources and technology, so we can be more effective and thus accelerate processes.

We stand out for our high-quality properties, both homes and commercial assets. We have a large portfolio of homes for rent and sale in both Barcelona and its surroundings, in addition to offering outstanding customised service internationally.



THE ATIPIKA HALLMARK

Atipika is a dynamic real estate corporation headquartered in Barcelona with more than 20 years of experience in a constantly evolving real estate market. We offer a wide range of services for investors, buyers, sellers and renters.

Our work stands out for:

**Fluid internal communication | Daily teamwork |
Multidisciplinary and multilingual work | Lifelong learning in all departments**

Our hallmark is offering a service in which transparency is the most important factor. We take care of our clients and know that good service is synonymous with understanding, so we manage to turn potential problems into solutions.

Our clients are our most prized asset, and this is why we prioritise their needs through the utmost transparency, outstanding service and teamwork.

*You will always receive
accurate, direct information from us.*



AREAS OF ACTION

1. BARCELONA

Barcelona is the place where Atipika was founded twenty years ago. This city represents everything: diversity, cultural richness, job opportunities, economic and business growth, technological modernisation and many other things, without sacrificing its cosmopolitan, Mediterranean personality.

2. SOUTHERN COAST

Charming coastal communities like Castelldefels (Atipika's "second home"), Sitges, Gavà and Garraf are just a few minutes from Barcelona. They are quiet towns with a wide range of luxury housing for both rent and sale, an attraction for many clients because of their proximity to Barcelona and its entertainment and free-time activities.

3. NORTHERN COAST

The Maresme region stretches between Barcelona and the Costa Brava, spanning approximately fifty kilometres of beaches and coastal towns. It is a region prized for its lovely weather and vacation-like atmosphere, the home to towns like Calella and Premià de Mar. Barcelona residents have always loved this coast because it is so easy to get to from the city.

4. EMPORDÀ - COSTA BRAVA

Perhaps two of the places best representing the Mediterranean personality of Catalonia, the Empordà and the Costa Brava are two regions with vast natural areas, spectacular beaches and idyllic coves. They are the home to numerous coastal and inland towns which attract many tourists and yet are lovely oases of serenity.

5. PRE-COASTAL REGION

The towns in the pre-coastal mountains are also brimming with protected natural areas; they are located near the coast and have fantastic connections with Barcelona. This region includes towns like Teià, Sant Cugat del Vallès, Esplugues de Llobregat and Sant Just Desvern.

6. BALEARIC ISLANDS

The islands of Mallorca, Menorca, Ibiza and Formentera are well-known for the identity each of them presents, as well as for the diversity of offer and the resources they propose. One of the best locations in the Mediterranean, excellent communications by sea and air, stunning landscapes and unbeatable quality of life turn these islands into unique places to live throughout the year or just to get a second home.

BARCELONA



1. CIUTAT VELLA (OLD TOWN).

The district of **Ciutat Vella** encompasses the oldest neighbourhoods in Barcelona: **Barceloneta**, the **Gothic Quarter**, **El Born** and **Raval**, which were founded two thousand years ago. It is a multicultural area for people who love city life and being close to the shopping and historical zone. It is also ideal for people who want to get around on foot or use the convenient connections of the different metropolitan transport networks.

2. EIXAMPLE

The urban development of the **Eixample** district is a clear sign of the era of economic prosperity and demographic growth in the late 19th century. This is the most homogeneous neighbourhood in Barcelona and the one with the densest population. It occupies the centre of the city and is the home to the **Quadrat d'Or** and **Gaudí's La Pedrera** and **Casa Batlló**, as well as his spectacular **Sagrada Família** church.

3. SANTS-MONTJUÏC

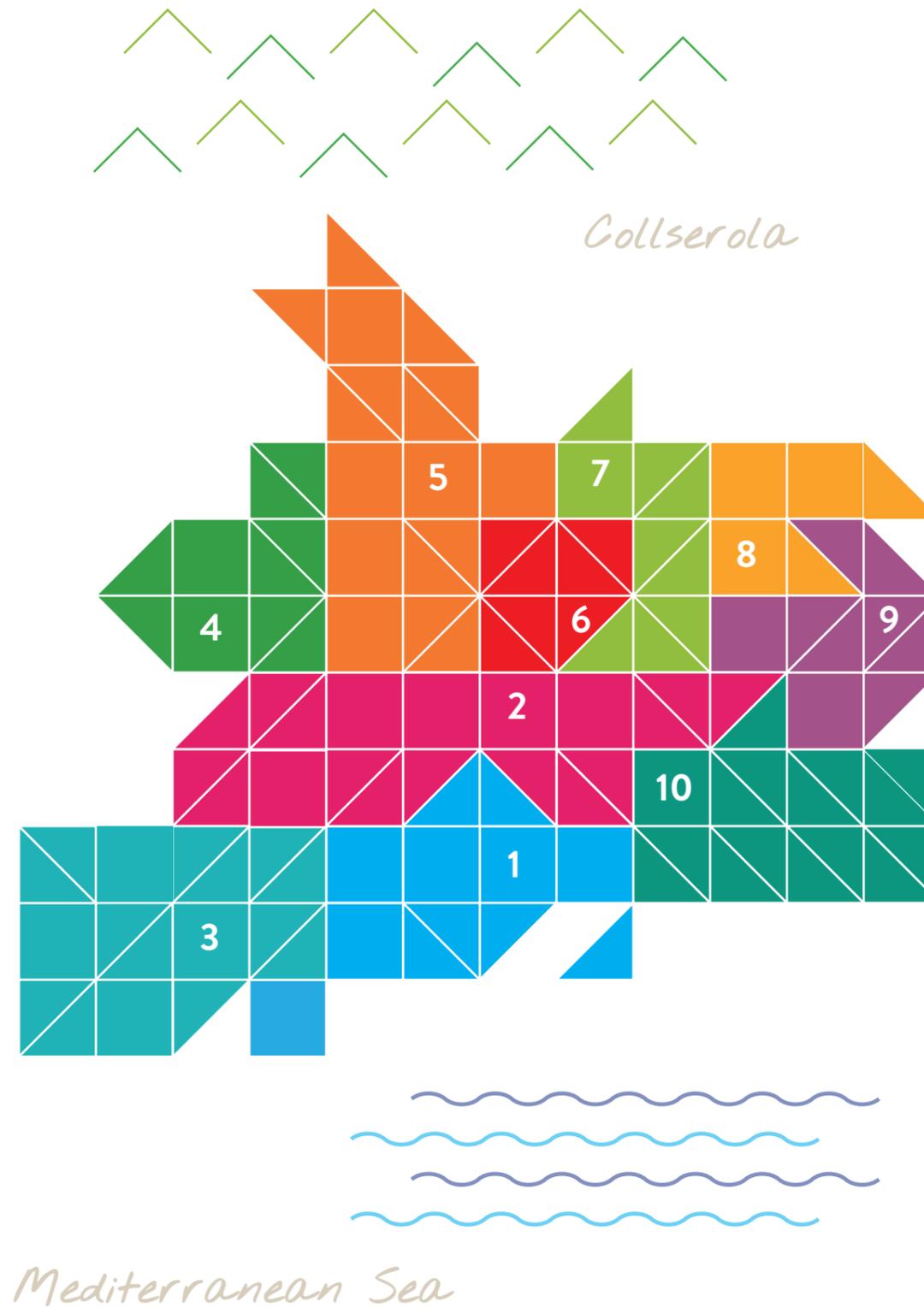
This is the neighbourhood occupying the largest area in the city. The residential neighbourhoods in Sants are very popular since its streets, squares and spaces are a balanced blend of its industrial, working-class past with gardens and the most avant-garde projects from the early 1980s. **Sants-Montjuïc** is the district with the most square metres of urban green spaces thanks to **Montjuïc** mountain, and it has a host of entertainment options available in **Poble Sec** and **Avinguda Paral·lel**.

4. LES CORTS

The district of **Les Corts** is unique because of the vast variety of neighbourhoods it houses, all of them quite distinct yet with a common thread: their proximity to **Avinguda Diagonal**. Currently, this district is the home to the largest concentration of **University of Barcelona** faculties, along with a host of outstanding sports facilities like the **Polo Club**, the **University Courts** and the famous stadium of F.C. Barcelona: **Camp Nou**.

5. SARRIÀ-SANT GERVASI

Sarrià-Sant Gervasi is the leading district in terms of per capita income and Barcelona natives' main gateway to the park on **Collserola mountain**, the city's most important green lung and one of the largest metropolitan parks in the world. Sarrià-Sant Gervasi currently combines fascinating nooks which clearly hark back to its former status as a rural village coexisting alongside modern zones and major transport arteries.



6. GRÀCIA

In this district, the breakneck speed of Barcelona life slows down in a particularly liveable place with active resident engagement. The old part of the neighbourhood that lends this district its name has never stopped proudly proclaiming its past as an independent town. Gràcia is also the home to one of Gaudí's masterpieces and a UNESCO Human Heritage Site since 1984: **Park Güell**.

7. HORTA - GUINARDÓ

The uniqueness of the land it occupies and the consequent layout of its different nuclei make this one of the most special districts in Barcelona. The **Guinardó** neighbourhood is like an exceptional lookout point over Barcelona and still harbours quiet, hidden-away places with old freestanding homes. In terms of architecture, the large **Hospital de Sant Pau** complex stands out, which was started in 1902 following the design of architect Lluís Domènech i Montaner and has been declared a UNESCO Human Heritage Site.

8. NOU BARRIS

Located at the northernmost point of the city on the edge of Collserola mountain, Nou Barris is probably the district with the most urban anarchy due to its rapid growth. It is also the district with the most neighbourhoods, a total of 13 of them. Its connections benefitted from the construction of the **Ronda de Dalt** and Ronda Litoral ring roads, the two most important arteries for entering and leaving the city.

9. SANT ANDREU

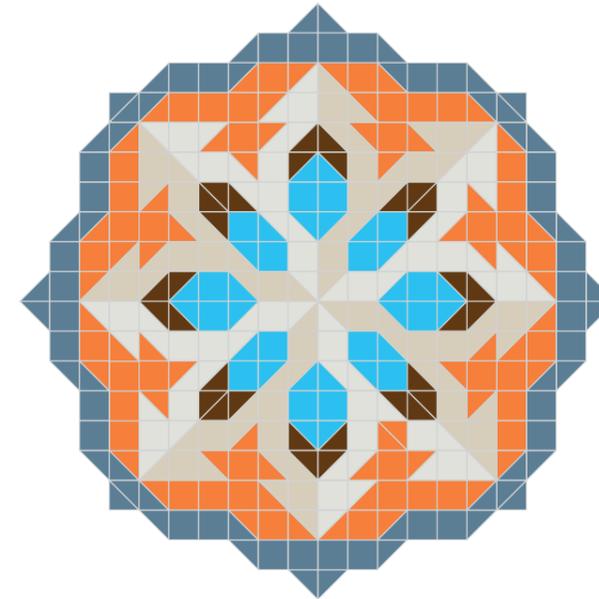
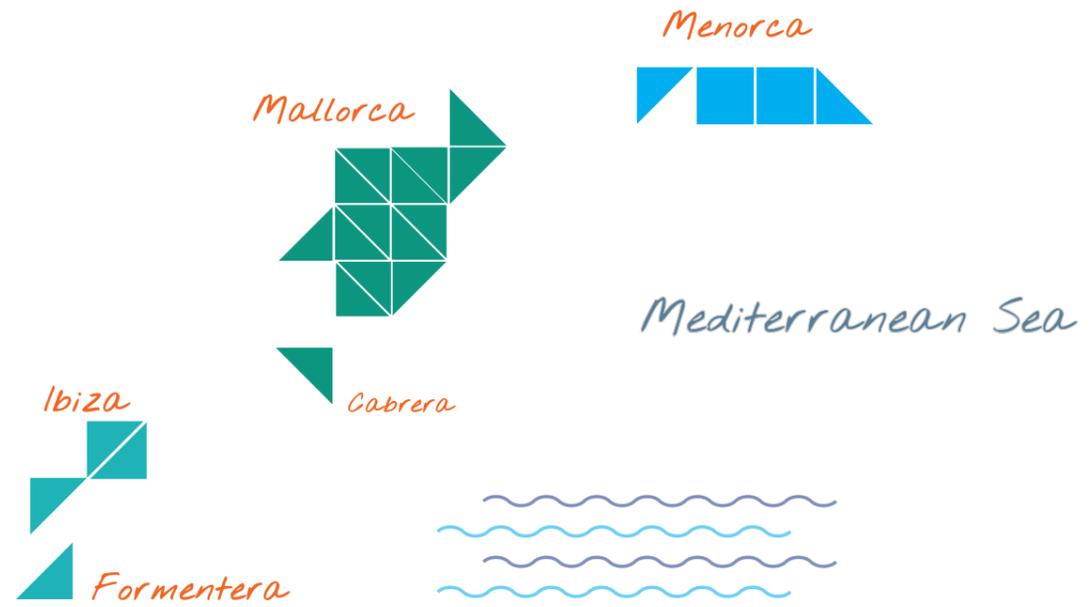
The neighbourhood's major growth got underway in the 1950s. At first it was more industrial and working-class when multiple factories and workshops were built there, which were later torn down to build **La Meridiana**, a major thoroughfare bisecting the city. Despite the massive buildings dating from the years when the district was growing, Sant Andreu has managed to conserve the charm of the rural farm community that it originally was.

10. SANT MARTÍ

The **Sant Martí** district houses both Barcelona's past and future. This combination can particularly be seen in the transformation of the old industrial village of **Poblenou** into residences for the athletes competing in the 1992 Olympics, and in the **Olympic Village** with its twin towers soaring up over Barcelona's coastline (Hotel Arts and Torre Mapfre, respectively), along with the new **22@** tech district.

BALEARIC ISLANDS

Atipika offers the best properties of the Balearic Islands, which stand out for their architecture, location, sea views and charm, for both rent and sale.





PRODUCT

SALES →

The experts in our sales department will advise you on matters involving licences, remodelling and construction, as well as on legal and fiscal matters. Our objective is to ensure the utmost profitability of each transaction. We offer different opportunities for both purchase and rent:

- Offices
- Commercial premises
- Hotels and tourist flats
- Entire buildings, both vertical and horizontal property



The best advice is our experience.



RESIDENTIAL →

Thanks to our relationship with owners, along with extensive knowledge of the local market, we are able to offer some of the best homes in Barcelona, such as:

- Designer penthouses
- Flats in the city centre
- Family homes
- Villas on the coast
- Old rural estates and castles
- Newly-built homes
- Unique properties





We seek superior quality in relationships with our customers and landlords.

We add value and foster the marketing process with our more-than-20 years successful path in the real estate market.

PROFESSIONAL PHOTOSHOOT

INTERNATIONAL MARKETING

SOCIAL MEDIA CAMPAIGNS

POSITIONING ON GOOGLE: SEO AND SEM

VIRTUAL RENDERS

VIRTUAL TOURS

PHOTO REPORTS WITH DRONE AND MATTERPORT

ARCHITECTURE PROJECTS

FURNISHING AND INTERIOR DESIGN

REPORTS AND FOLLOW-UP OF THE MARKETING PROCESS



NEW CONSTRUCTIONS →

We offer advice for both private and corporate developers on the most interesting residential projects in Barcelona, and we help foreign investors find the right property(s). We provide high-quality service, in-depth knowledge of the sector and advice for developers, investors or private buyers. We bring added value to each stage in the process, from sales based on blueprints to securing mortgages.



INVESTORS →

The investment team at Atipika is highly qualified to provide you with advice on what product to purchase based on blueprints, recently renovated or used. We help individual and group investors start, manage and expand their property portfolios. We offer advice on mortgages and fulfilment of rental contracts.



We bring added value to each stage in the sale process.

We help individual and group investors start, manage and expand their property portfolio.

OUR DEPARTMENTS

At Atipika we are experts in buying, selling and renting residential properties. We offer a highly personalised service thanks to our expert team of professionals who will help you throughout the entire process, from visits to signing the contract, at all times providing honest, individualised service.

RENTALS

More than 4,000 property owners have trusted us, and we have worked with clients with more than 50 nationalities from all over the world. We have found a home for people from all 5 continents.



SALES

We have worked with and successfully sold assets and properties for private owners, investment funds and newly-built constructions. We work with people and companies with professional ethics who place their trust in us.



ASSET MANAGEMENT

Our specialised department will deal with all parties with confidentiality and transparency, taking care of everything related to your home. Our business objectives are long term and that's why:

- **We have expert staff in order to adapt to each situation and kind of client**
- **We invest in technology in order to ensure oversight of and confidence in all transactions**
We offer competitive prices and comprehensive services for both parties
- **We are problem-solvers with our tenants and owners to ensure that the relationship is satisfactory to both parties**

“ALL IN ONE” →

One of our most renowned, appreciated services is **“ALL IN ONE”**, where we can develop a trust-based relationship involving all three departments at Atipika in order to achieve immediate profitability.

Plus, if the owner is not going to live in the property or does not want to manage it, we take charge of the entire process, from beginning to end, with this exceptional service. This is why the relationships we establish with our clients are always long term. Atipika offers a post-sale service with full guarantees.

Once the sale contract has been signed, we will rent your property, and once your decision has been made we will anticipate and monitor the entire process.

1

WE SELL

Buy the home that best meets your investment idea with all our experience and clear figures from the very start.

2

WE RENT

Rent your home with Atipika at no cost.

3

WE MANAGE

We run the rental of your home with the goal of meeting and even surpassing your expectations.

- ✓ We have more than 20 years of experience in the rental sector and are experts in both temporary and long-term rentals.
- ✓ We give you a rental appraisal and set all our sales mechanisms into motion to advertise your home in the top domestic and international portals, in addition to promoting it within our extensive portfolio of clients, companies, multinationals, etc.
- ✓ We find the client that best meets your needs in terms of the length of the rental contract, the price of rent, guarantees, etc.
- ✓ We draw up the rental contract and arrange for it to be signed either at a distance or in person, depending on your wishes.

If you also need us to take charge of all post-rental matters, we can:

- ✓ Legal security deposit.
- ✓ Turning on or changing the name on the utilities.
- ✓ Monthly rent collection.
- ✓ Handling any incidents/repairs during the rental period.
- ✓ Contract cancellation and liquidation at the end of the rental and checking the condition of the home and its contents.
- ✓ Any cleaning needed to put the property on the market again.

In short, you can enjoy complete peace of mind when trusting Atipika's comprehensive management while nonetheless getting the utmost profitability from your investments thanks to the experience and professionalism you will find in Atipika's team of professionals.

ADDITIONAL SERVICES

We offer our clients the possibility of benefitting from useful additional services related to the real estate sector. We get you in touch with professionals from different fields.

FINANCIAL CONSULTING/ MORTGAGES AND NEGOTIATIONS WITH BANKS

Our experience enables us to find the financial products or mortgages that best fit each client according to their needs. We can also find the bank that best meets the financing needs for both those needing financing and those who have fiscal or other objectives.

INSURANCE POLICIES

We offer insurance policies that match our clients' real estate needs, along with liability insurance and insurance policies for homes and their contents, among others.

ARCHITECTS AND INTERIOR DESIGNERS

We work with architects with outstanding careers on the vanguard of design.

- ✓ Personalised projects.
- ✓ Remodelling.
- ✓ Property re-styling.
- ✓ Interior decoration.

LAWYERS AND TAX CONSULTANTS

We provide expert legal consulting on matters pertaining to:

- ✓ International law (management of permanent and temporary residence permits, foreign ID cards, etc.).
- ✓ Sworn translations of documentation.
- ✓ Paperwork with consulates.

GOLDEN VISA →

Atipika has a department specialising in finding properties suitable for the Golden Visa programme. We will advise you to help you find the best opportunities, and we provide you will COMPREHENSIVE REAL ESTATE management service.



SOCIAL MEDIA



We are a constant presence on the social media, which translates into more than 500,000 users visiting our page each year. Our visibility in the online community encompasses media such as Facebook, Twitter, LinkedIn, Instagram, YouTube and Pinterest, where we are constantly interacting with our clients, generating content and reporting on the products available. Furthermore, we segment the information flows that reach an average of more than 3,000 clients per month, who are constantly kept abreast of Atipika's news through personalised newsletters so that its products reach them more quickly and effectively.



BLOG

We participate in the online community with our weekly blog devoted to news on the real estate sector and properties we are currently representing in Barcelona and the other regions where Atipika operates. Our blog has managed to earn prominent mentions in different specialised media outlets along with active followers in the social media.

MEDIA

We work with all the recognised portals which have shown themselves to be effective over the past 20 years, but with more means and better positioning than an individual could. We have contributed articles to different traditional and online publications, where we have positioned Atipika as a rising brand.



COMMUNICATION

EVENTS

We attend numerous Chamber of Commerce events, we are sponsors of Barcelona Community Day and we engage in joint activities with Barcelona Activa, such as Expat Day, where we are premium sponsors. All of these events are designed as marketing platforms to benefit our portfolio of clients and property owners.



atipika.com



MORE THAN 12,000 PROPERTIES COMMERCIALISED.



40% INCREASE IN SALES IN 2018.



AN AWARD-WINNING WEBSITE AND THE MOST PRESTIGIOUS AWARDS FOR CONSUMER SERVICE AS REPORTED IN THE SPANISH AND FOREIGN MEDIA.



ATIPIKA'S BUYERS ARE 40% SPANIARDS AND 60% FOREIGNERS, INCLUDING BRITISH, AMERICANS, NORTHERN EUROPEANS, RUSSIANS AND CHINESE.

REASON FOR PURCHASE:



50% MAIN RESIDENCE



20% INVESTMENT



20% SECOND RESIDENCE



10% OTHER

WHAT OUR CLIENTS SAY

“We are very, very pleased with our experience with Atipika. They treated us very well, with very professional, pleasant service and speedy communication. All the flats we visited were high-end, much better than the majority of flats found in Barcelona.”

DARYK TREACY

“In addition to outstanding service, they have a very dedicated team which they really harness to meet their clients' needs. My experience with Atipika was very positive, and they were always able to help me with the problems I encountered.”

SINDY SC

“The highest professional level. It was a luxury to use their services from the very first moment until all the paperwork was completed”.

OSCAR CELADA RODRIGUEZ

“Outstanding service in each of its departments. You can trust Atipika Barcelona.”

OH KREUZ

“We live in an Atipika flat and everything is great. They're super-organised and serious, and the flats are amazing!”

FRAN I MÓNICA

“It is a highly professional company with extremely dedicated employees, and they always looked for solutions to the problems that arose. I would recommend them without hesitation.”

JOAQUIN OROÑO

BARCELONA

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