



## Caja Madrid increases property sales by 600% in the first five months of the year

- 1,237 properties have been sold, which corresponds to 19% more than the number of units sold during the whole of 2009.
- 40-year financing is offered at Euribor + 0.90, without commissions.



**Madrid, 22/07/2010.** During the first five months of the year, Caja Madrid has sold 1,237 properties, 600% more than in the same period of the previous year. This figure corresponds to growth of nearly 19% with respect to the number of properties that the company sold throughout the whole of 2009.

50% of the properties were sold in the Community of Madrid and the other 50% in the rest of the country, with the provinces of Alicante and Seville particularly standing out. This increase in the sale of assets has allowed the company to obtain income of some 158.87 million euros during the first five months of the year.

To promote the sales, Caja Madrid has launched a new brand onto the market, **Hogares Caja Madrid**. With this brand, Caja Madrid will drive forward sales of its property assets via its branch network.

The branch network has sold **52% of the properties in 2010**. In addition to this service channel, commercial 'corners' or specialised sales points are now being opened in 30 branches, distributed all over the country, with an emphasis on provincial capitals.

The corners will be looked after by external staff from property trading companies who collaborate with Caja Madrid.

The sales plan is complemented with preferred mortgage financing, which finances up to 100% of the investment, not including expenses, at Euribor + 0.90 and with a maximum term of 40 years (with the limit of 80% of the appraisal value).

## **Direct sales, online sales and auctions**

Caja Madrid has also shown itself to be very active in the sale of properties via property fairs and "open days", which allow it to offer housing under advantageous conditions.

In addition, the Caja Madrid property offer is available on the Internet via a online search engine. In [www.cajamadrid.es](http://www.cajamadrid.es) all the interested parties can consult detailed information about the property, its location, request a visit or make an offer.

The company also continues with its commitment to online auctions via Reser, a company within Grupo Caja Madrid. During July, Reser will auction 213 properties (211 homes, 1 business premises and 1 storage unit) owned by Caja Madrid for a total value of 29 million euros.