

**RURAL PACT**

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LAG | AGALSA Sierra de la Demanda

**Sierra de la Demanda**

**Housing Plan**

# SIERRA DE LA DEMANDA

Un lugar para pasar un día, un mes o toda la vida.



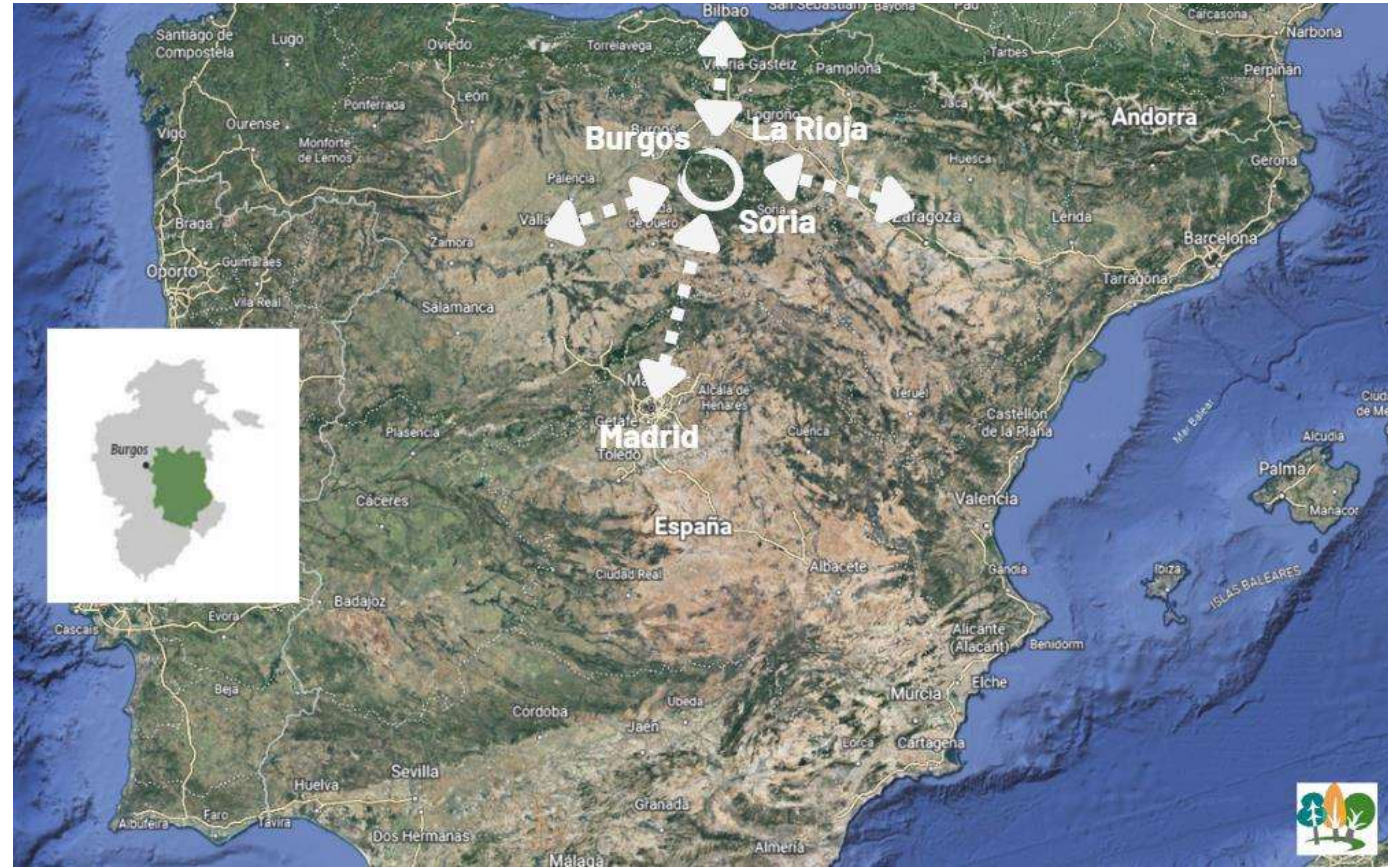
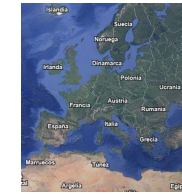
[vivienda@sierradelademanda.com](mailto:vivienda@sierradelademanda.com)



[sierradelademanda.com](http://sierradelademanda.com)



# Location

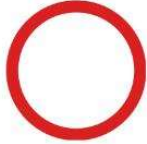


# The problem

Exceptions



No houses



Where are they?



Please...

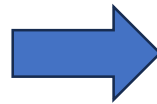


When there are vacant houses, they are not in a good condition or without sustainable heating



## Population target

Who has the problem and what type of problem is it?



- 1 New Population: They need much more than just housing (employment). Housing for rent, purchase option or purchase. Flexible to select one village or another.
- 2 Descendants with roots: Families are growing, they cannot come in the summer or for longer during the winter. Accessibility, rehabilitation, inheritances, etc. They want a house in their village, not in another. Descendants/repopulators.
- 3 Current population: Accessibility, refurbishment, etc. etc.
- 4 Others: stable tourism, digital nomads, Coworld: Turismo, nómadas, internet, mundo Co.



# What a GAL (LOCAL ACTION GROUP) can do?



**A GAL can do “many things”**

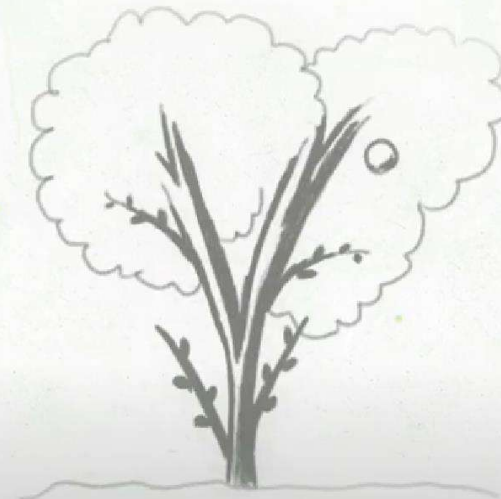
Plan  
DE VIVIENDA  
DE LA  
Sierra  
DE LA  
Demanda

Ven a formar parte de la solución.



**Several different  
population target**

**Roots**





**Not alone but accompanied**  
**Acting on the root**

**Public | Private | Social collaboration**  
**Real Estate sector**  
**Other institutions**



# Agalsa's Sierra de la Demanda Housing Plan structure



## Step1

- UNDERSTANDING THE PROBLEM AND ITS VARIOUS ASPECTS.
- THE HOUSING PROBLEM IS MULTIFACETED

## Step2

- DEFINE THE PROBLEM AND ITS SUB PROBLEMS.
- A TREE WITH A ROOT AND BRANCHES AND SUB-BRANCHES.
- PROBLEM CATEGORIZATION.

## Step3

QUANTIFYING THE PROBLEM OF DIFFERENT POPULATION GROUPS. TARGET AND GOALS (objectives and priorities).

## Step4

SPECIFIC PROJECTS LEAD BY AGALSA OR IN COLLABORATION WITH OTHER INSTITUTIONS OR HELP OTHER HOUSING REAL ESTATE PROJECTS THROUGH SEVERAL PATHS



# Some actions and projects that happen in each stage of the plan (1/3)

## Step1

UNDERSTANDING THE PROBLEM AND ITS VARIOUS ASPECTS.

THE HOUSING PROBLEM IS MULTIFACETED

- Interviews with professionals in the local sector: real estate agency, urban planning, lawyer, technicians, valuation, mayors, real estate strategy, etc. The SD blog.
- Market and price studies. The SD blog.
  - What is in demand in SD?
  - How is the offer in SD?

## Step2

DEFINE THE PROBLEM AND ITS SUB PROBLEMS.

A TREE WITH A ROOT AND BRANCHES AND SUB-BRANCHES. PROBLEM CATEGORIZATION.

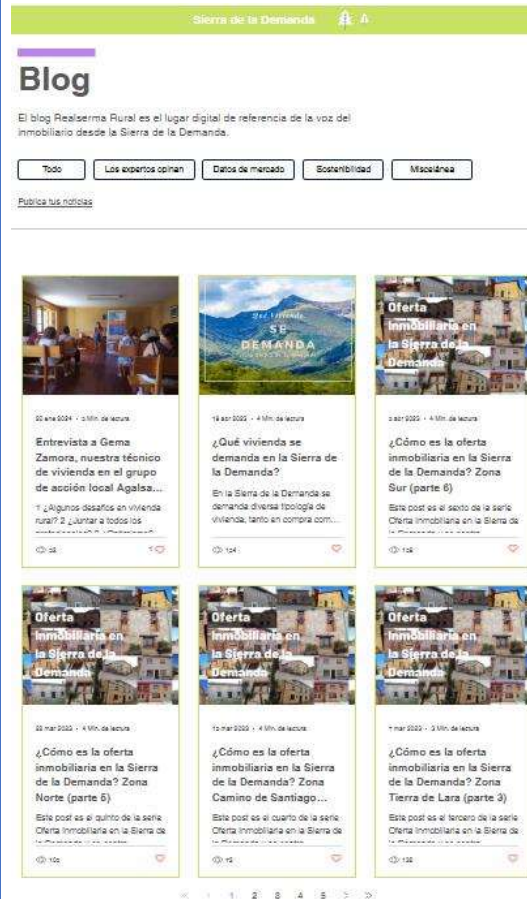
+60 PROBLEMS/CHALLENGES TO SOLVE

### General problems: +19

- 8 challenges in the supply market
- 7 challenges in the housing stock
- 4 challenges in several sectors

### Real Estate sector challenges: 41

- **23 challenges in the sector:**
  - 13 in the technical and building sector +
  - 10 in marketing
- **18 challenges of the local councils** in relation to housing



## Main challenges

8

7

+ others

## RETOS INMOBILIARIOS A LOS QUE SE ENFRENTAN LOS PUEBLOS

MUY DIVERSOS, CON MÁS 19 RETOS POR DELANTE A LOS QUE POCO A POCO, ENTRE TODOS, TENEMOS QUE IR DANDO SOLUCIÓN.

### 8 Retos Mercado Oferta

- Mejor información, transparencia y coherencia en los datos de mercado.
- Dispersion en precios, información de mercado heterogénea que no ayuda a formar opiniones razonables de precio.
- Oferta que no se está conectando con agencias inmobiliarias especializadas.
- Oferta en alquiler limitada, tanto privada como pública.
- Oferta en venta en web que a veces no es fácil de encontrar y/o de entender. Los anuncios no siempre reflejan adecuadamente las características de las viviendas.
- Oferta que no se adecua a las necesidades de los espacios actuales (por tipología, dimensiones o estado de conservación).
- Oferta no visible/no publicada "oculta" a la que es difícil acceder excepto si el demandante es de confianza.
- Necesidad de oferta flexible adaptada a las nuevas formas de vida.

### 7 Retos Parque Existente

- Viviendas no siempre adaptadas a las necesidades de las personas mayores y con barreras técnicas de accesibilidad.
- Viviendas energéticamente ineficientes o costosas de calentar.
- Falta de vivienda para las familias que crecen (riesgo de pérdida de energía).
- Falta de nuevos desarrollos de suelo que puedan facilitar dar solución a las demandas existentes.
- Inmuebles públicos/privados en estado crítico.
- Alto grado de inmuebles en estado "falso nuevo", más o menos deficientes.
- Falta de acuerdos en las familias.

### Otros Retos

- Problemas legales de inmortalización que dificultan el acceso a la financiación.
- Precios de construcción/rehabilitación que junto con el precio del suelo hacen inviable o limitan la puesta en mercado de viviendas para alquiler o venta.
- Limitada mano de obra cualificada para acometer reformas, rehabilitaciones o nuevas construcciones.
- Incrementar las dotaciones de espacios flexibles, adecuados y adaptados a las nuevas necesidades de los trabajadores "digitales", el teletrabajo y las necesidades de los emprendedores.





# Some actions and projects that happen in each stage of the plan (2/3)

## Step3

QUANTIFYING THE PROBLEM OF DIFFERENT POPULATION GROUPS.  
TARGET AND GOALS

**TARGET:** CURRENT POPULATION - DESCENDENT POPULATION (both home owners with various needs) AND NEW POPULATION (that is demanding buy or rent houses or CO - flexible uses).

**GOALS:** DEFINE SHORT, MEDIUM AND LONG TERM OBJECTIVES / PRIORITIES

**TARGET:** Needs detection campaign. Omnichannel face-to-face and digital communication campaign.

- Target I want to spend more time in a village:
  - General target.
  - Target Repopulation / Job search.
  - Target Repopulation / Entrepreneurship in tourism.
  - Target Repopulation / Looking for a job in restaurants.
  - Target Repopulation / Target building trades.
- Target homeowner in need of building work, renovation, heating, heredity ... homeowner who lives continuously or seasonal.
- Target homeowner who wants to sell a house.
- Target homeowner who wants renting a house but he is afraid to do.
- Target people looking for a property to buy or rent.
- Target people working in the real estate sector and would like to live in the village.
- Target local councils looking for people to live in the village.

**GOALS:** define objectives and priorities.

Thanks to several marketing and marketing digital suppliers. SEO, RRSS, €Ads



# Some actions and projects that happen in each stage of the plan (3/3)

## Step4

SPECIFIC PROJECTS LEAD BY AGALSA OR IN COLLABORATION WITH OTHER INSTITUTIONS OR HELP OTHER HOUSING REAL ESTATE PROJECTS THROUGH SEVERAL PATHS

THINK AND EXECUTE DIFFERENT AND COORDINATED PROJECTS IN THE SHORT, MEDIUM AND LONG TERM THAT WILL PROVIDE SOLUTIONS TO THE OBJECTIVES SET



1. 360 professional network platform: +80 enterprises
2. Home price calculator
3. Being present at SIMA Real Estate Exhibition in Madrid: fair to give visibility to our professionals.
4. Attendance national real estate rehabilitation and energy refurbishment congressess.
5. Housing Demand Fair/Congress: GAL's own fair/congress for various purposes
6. Workshop on publishing housing offers on the Internet and how to market housing
7. Cooperation agreement technical college
8. Real estate agency collaboration agreement
9. Other real estate institutional collaboration agreement.
10. Institutional agreements.
11. Inventory of public housing
12. Advice on financing subsidies for energy efficiency and refurbishment/restoration.
13. Collaboration with another institution's project: VAR Project Rural rental housing in the province of Burgos.



### Empieza a disfrutar de tu vivienda en la Sierra de la Demanda

Te presentamos Red 360 y Calculadora Rural. Dos herramientas pensadas para facilitar tus tareas relacionadas con la vivienda. Si actúas a los profesionales y empresas de la Sierra de la Demanda.

**Red 360**

Reunir todos los datos (viviendas) contra el más completo de profesionales y empresas de la Sierra de la Demanda.

[Empieza](#)

**Calculadora Rural**

Calcula el precio de una vivienda en la Sierra de la Demanda en función del tipo de construcción y el tipo de vivienda.

[Empieza](#)

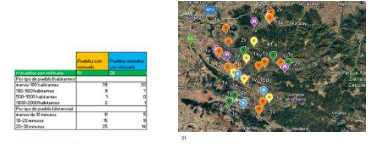


### Preguntas frecuentes

Red 360 Calculadora Rural

¿Este herramienta es gratuita?

¿Por qué hay profesionales que no aparecen de forma visible en la plataforma?



Profesional	Red 360	Calculadora Rural	Red 360	Calculadora Rural	Red 360	Calculadora Rural
Profesional de confianza	100	100	100	100	100	100
Profesional no de confianza	100	100	100	100	100	100
Profesional de confianza	100	100	100	100	100	100
Profesional no de confianza	100	100	100	100	100	100
Profesional de confianza	100	100	100	100	100	100
Profesional no de confianza	100	100	100	100	100	100



Colegios profesionales  
Sector profesional local  
Instituciones  
Administración pública  
Entidades Financieras  
etc




Gracias  
Thank you



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