



VIVES·PONS&ASOCIADOS
global solutions



The background is a dark, almost black, color. It features several large, overlapping, organic shapes in a medium grey tone. One shape on the left curves upwards and then downwards. Another shape on the right is a long, thin, diagonal line that tapers towards the bottom. The overall aesthetic is modern and minimalist.

COMPANY DOSSIER

VIVES PONS & ASOCIADOS



VIVES·PONS&ASOCIADOS
global solutions

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Strategy:

1. Brand
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6. Social network

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Strategy:

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3. Welcome package
4. New offices

C. Quality and management control

Strategy:

1. Internal management
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1 HISTORY

4

In 2007, the city of Denia, already consolidated as one of the main tourist destinations of the Valencian community, was immersed in the construction whirlpool, as were many other tourist points of Spanish geography. In This decade, the construction of second homes/residencies that were built from one day to the next, by companies open to speculation, had only one target, this was to sell their project and escape to another tourist point to continue with the mechanical manner of making money by laying bricks. Their buildings still remain here, and with them, all the problems derived from the rush, that have concluded in buildings having legal and construction problems.

Several years before hand, in the year 2000, Salvador Vives Pons, Lawyer, opened a small office at number 9 Pare Pere Street, in the administrative heart of Denia city. After a few years of exercising the profession on his own at this office, Salvador Vives consolidated his prestige in the property sector, and created an important number of international clients, with whom he would commence to generate business in the "Marina Alta" (Alicante) area.

In 2003, his brother, Miguel Angel Vives Pons, was incorporated to the office as technical architect. This was when it became necessary to expand, not just the office physically, but the services provided too. This task was taken on by Miguel Angel, whom also decided to modernise the office installations, providing architectural services that were most necessary at that time in Spain given the financial climate.

Miguel Angel, Specialised in the direction of architectural projects and construction, in collaboration with important developers and private clients in the area.

After this, came the arrival of the third brother. In 2005, Francisco José Vives Pons, economist, was added to the work that Salvador and Miguel Angel had in hand, providing all of his knowledge in the field of taxation.

Additionally, Francisco José was given the task of ensuring that the office worked well as a firm, to which he added the new services of assessment to both the private and company sectors, in the fields of taxation, labour and accountancy, specialising in international taxation assessment.

And so, the three brothers started working together, sharing physical space, expenses and clients, exchanging opinions and always collectively valuing each case in order to provide the best solution combining their three specialities, legal, taxation and architecture. This became the business seed for the growth of the firm that in 2007 became consolidated under the name of **Vives Pons & Asociados**.

Prior to obtaining the firms profile, the Vives Pons brothers travelled Europe to participate in international exhibitions, in countries such as Denmark, The United Kingdom, Ireland, Finland and Germany. It was on these travels that they were able to establish their contact network, which enabled them to take the next step: The internationalisation of their service.

The fact that the three businessmen are brothers, was not enough to establish a consolidated professional union. Each one of the brothers, Salvador, Miguel Angel and Francisco José, had different visions with regards to the management and organisation of their field of work, which they were each, unintentionally, managing as an independent company. Each brother was the director of their own department within the firm and managed their work load with a number of professionals under their employment.

It wasn't until the three brothers assisted the international property exhibition in Fredericia (Denmark), that the lawyer, the architect, and the economist sat down together to discuss their work, and so, realised the great need to unite the three service departments under one professional brand and integrate these in to one multi-

disciplinary firm. In this way, being able to offer a combined service, that in definitive, was what their clients wanted. And so, **Vives Pons & Asociados** was born.

But then, came the start of a great reformation of the work system, which was a case of having to face up to the biggest challenge of all: how to integrate the three activities.

Recommended to do so by reputable business men, they sought the advice of a specialised Valencian consultancy office, to give them the corresponding assessment on company organisation strategies.

At the first meeting, the advisor they were assigned recommended that due to the market circumstances and the supposed lack of synergy and complementation of the services between the different departments, the best option would be to completely close the firm and dedicate their efforts to speculate in the property sector with their family patrimony. The Vives Pons brothers could not give credit to the recommendation, one of them, indignantly, said to his brothers "whom better to know his own business than the business man himself and whom better to direct the company to where we want it to go"

And so, they started working. Salvador, Miguel Angel and Francisco José met in their modest meeting room and analysed the synergies between the different activities, and a way that these could be combined in order to work together. After numerous meetings, these three partners, discovered that not only did they share a family union, but they were also professionally united by many aspects, that if well organised, had the possibility of creating business.

At last, a clear future was in sight and in the year 2007 the company **Vives Pons & Asociados, S.L.P.** was set up, with a company capital of 15,000.00, and a clear vision of the services to be provided and which market in particular would be targeted.

They started off making a strategy plan, that totally changed the employees philosophy, employees whom from then on became part of a firm that was under one sole management, all working together towards one goal: to provide a complete, good quality service to the client, and in this manner gain prestige and consolidation for Vives Pons & Asociados.

For this task, Joe Bassim was contacted, a person that would act as mediator between the three partners in order to produce a strategic plan for the company, a plan that would achieve an improvement in the firms functionality. They analyzed both the weak and strong points of the services they were offering in order to identify their strengths and weaknesses in comparison to other similar services in the sector. Potential client profiles were defined as well as the market which **Vives Pons & Asociados** wanted to gain access to, taking in to account the complicated global financial climate of the moment, at which time the Valencian Community was affected by the "brick culture"

Having reached this point, different alternatives for the creation of this new company were studied, such as reducing expenses and activities, diversifying the areas, making strategic alliances and opening new markets.

From these four alternatives, the one chosen was to develop a strategic penetration in to the existing market and gain a participation quota, based on the clear difference in service and price. The goal was for the client to receive the services of professionals in different fields, from the same office, with the added value of reduced fees, making linked or combined services cheaper.

The competitive advantage that this supposed for **Vives Pons & Asociados**, distinguishing them from the competition, was also taken in to account. Because due to their combined service packages **Vives Pons & Asociados** were able to offer a wide range of integral services in the legal, taxation and architectural fields.

Then, come the first formal strategic plan to be drawn up, with four very clear and well defined goals:

- 1- Consolidation of the firms brand and image
- 2- Amplify the market quota
- 3- Quality and control
- 4- The internationalization of the company

In this memorandum collects the functions and responsibilities of each department at **Vives Pons & Asociados**.



2 SERVICES

Vives Pons has been considerably widening its advisory services to individuals and companies in the legal, tax, employment and accountancy areas, as well as its architecture and Project management services. The new approach has given place to the employment of new professionals in the different departments.

We list below the services the company provides:

6

1. Tax

1.1. Individuals

- 1.1.1. Self-employed advice
- 1.1.2. Tax residency
- 1.1.3. Tax planning
- 1.1.4. Income Tax
- 1.1.5. Income Tax for Non-residents
- 1.1.6. Expatriate Workers Tax Advice
- 1.1.7. Tax Advice for Professional Athletes

1.2. Companies

- 1.2.1. Advice and management of Companies
- 1.2.2. Tax Advice
- 1.2.3. International Tax Advice
- 1.2.4. Establishment of foreign Companies in Spain
- 1.2.5. Establishment of Companies abroad
- 1.2.6. Employment Advice
- 1.2.7. Accounting Advice
- 1.2.8. Commercial Advice

2. Legal

- 2.1. Civil law
- 2.2. Criminal law
- 2.3. Real estate Law
- 2.4. Purchase and sales
- 2.5. Administrative Law
- 2.6. Urban planning
- 2.7. Alternative Dispute resolution
- 2.8. N.I.E.

3. Architecture

- 3.1. Architecture and Engineering
- 3.2. Project Management
- 3.3. Corporate interior design
- 3.4. Building work (Group Company)



1. Tax

1.1. Individuals

1.1.1. Self-employed Advice.

- ✓ Self-employed registration.
- ✓ Monthly / quarterly / yearly tax services and annual summaries.
- ✓ Income Tax Return.
- ✓ Dealing with queries in relation to your work.
- ✓ Representation before tax inspections.

1.1.2. Tax Residency.

- ✓ Advice in relation to changing a tax residency and how to get it.
- ✓ International tax advice.

1.1.3. Tax planning.

- ✓ Conduction of a bespoke study and analysis of each client situation regarding the application of deductions and tax benefits under current legislation.

1.1.4. Income Tax and Capital Gains Tax.

- ✓ Completion of Income Tax Form and Capital Gains Tax Form, advising our clients and incorporating the deductions and allowances to which they are entitled, in order to minimize your taxes as much as possible.

1.1.5. Income Tax for Non Residents.

- ✓ Advice on residence tax and tax liabilities.
- ✓ Advice and completion of Income Tax Form and Capital Gains Tax Form for non residents.

1.1.6. Inheritance Tax Advice.

- ✓ Completion of inheritance tax forms, advising our clients and incorporating the deductions and allowances to which they are entitled, in order to minimize your taxes as much as possible.
- ✓ Inheritance tax planning.

1.1.7. Expatriate Workers' Tax Advice.

- ✓ Advice on the tax system for expatriates completion, filling and management of taxes.
- ✓ Tax Advice for Professional Athletes.
- ✓ Complete service to athletes who need comprehensive advice on legal and tax issues or estate planning.

1.1.8. Tax Advice for Professional Athletes.

- ✓ Complete service to athletes who need comprehensive advice on legal and tax issues or estate planning :

1. Tax

1.2. Companies

8

1.2.1. Advice and Management of Companies.

- ✓ Advising and management of small and medium enterprises, providing great value in the decision making process.
- ✓ Development of formal responsibilities within all areas of business such as taxation, employment, accounting and financial.



1.2.2. Tax Advice.

- ✓ Prior advice on the most appropriate legal form for your activity.
- ✓ Tax Planning of your operations in order to reduce the tax charge on them.
- ✓ Ongoing advice on all developments and legislative changes in taxation, as well as the resolution of any issues that may arise.
- ✓ Drafting and completing of quarterly, monthly and annual tax forms.
- ✓ Tax inspections, assistance, advocacy, defense requirements, calculating tax, and appealing before any authority within our scope of activity.

1.2.3. International Tax Advice.

- ✓ Advisory services related to a wide variety of international issues.
- ✓ Investment of foreign companies in Spain.
- ✓ Investments of Spanish companies abroad.
- ✓ Exports of goods and services.
- ✓ Change of tax residence.
- ✓ The establishment of companies abroad.



1.2.4. Establishment of Foreign Companies in Spain.

- ✓ Advice to subsidiaries and other types of entities, which require different procedures for its legalization and implementation. We assist with the incorporation, management and advice in each of their phases.

1.2.5. The establishment of companies abroad.

- ✓ Bespoke and fully-confidential advice on matters relating to Company Incorporation, Company management and Secretarial Services in the UK or any other international jurisdiction, taxation, Trusts, High Net Worth Individuals, Residency status and related issues.

1.2.6. Employment Advice.

- ✓ Advising and Management of Company Labour.
- ✓ Reports of wage costs.
- ✓ Layoffs and ERES.
- ✓ Claims for payment.
- ✓ Conciliation before the SMAC and other agencies.
- ✓ Labour and Social Courts.
- ✓ Judicial and administrative appeals.
- ✓ Advice and assistance in labour inspections.
- ✓ Contracts, Payroll and Social Security.

1.2.7. Accounting Advice.

- ✓ Updating of overdue accounts.
- ✓ Accounting, closing accounts and official records.
- ✓ Quarterly Balances.
- ✓ Legalization of accounting books in the Commercial Registry.
- ✓ Preparation and presentation of annual accounts.

1.2.8. Commercial Advice.

- ✓ Company Incorporations.
- ✓ Planning of corporate structures.
- ✓ Amendment and dissolution of companies.
- ✓ Commercial contracts, sale of assets.
- ✓ Foreign companies, advisory and establishment of subsidiaries.
- ✓ Corporate conflicts: Protection of minority partners.
- ✓ Family Partnerships.



2. Legal

2.1. Civil Law.

10 Advice in order to avoid future disputes, ensuring our client a strong position should any dispute arises.

- ✓ Family and inheritance law.
- ✓ Divorce & Separation.
- ✓ Children disputes.
- ✓ Financial claims on divorce.
- ✓ Marital regimes, dissolution and liquidation of assets.
- ✓ Eviction and tenancy agreements.
- ✓ Debt recovery.
- ✓ Declaration of heirs.
- ✓ Acceptance and distribution of inheritances.
- ✓ Contentious inheritances.
- ✓ Wills.
- ✓ Powers of Attorney.
- ✓ Community of owners.
- ✓ Associations and foundations.

2.2. Criminal Law.

Criminal Court assistance, assisting, advising and representing our clients before the Courts of Justice.

- ✓ Complaints and criminal complaints.
- ✓ Damages and Personal Injury.
- ✓ Crimes against property.

- ✓ Fraud and/or misrepresentation.
- ✓ White collar crimes.
- ✓ Insolvency.
- ✓ Traffic accidents.
- ✓ Drink-driving.

2.3. Real Estate.

Advice and assistance with issues arising from the ownership of property, carrying out all the necessary formalities and representing the client in Court or following an alternative dispute resolution route.

- ✓ Sale and purchase of real estate assets, Securities, Land Registry issues, Breach of sale and purchase agreements.
- ✓ Leases.
- ✓ Repossessions.
- ✓ Building construction issues.
- ✓ Real estate finance.

2.4. Purchase And Sales.

Guide and management through every step of property purchase and sale process.

- ✓ Undertaking the relevant searches.
- ✓ Drafting or reviewing contracts.



- ✓ Advice and assistance upon execution of the title deed of purchase and sale at the notary office.
- ✓ Tax payment.
- ✓ Registration at the corresponding Land Registry.
- ✓ Tax Representation.

2.5. Administrative Law.

Advice on claims against the corresponding Administrative Authorities, from requesting the acknowledgment of our client's rights or to claim against an order made against our client's rights, if necessary, appearing before the corresponding Courts.

- ✓ Claims against the Administration Office.
- ✓ Local, autonomic and estate sanctions.
- ✓ Administrative Courts.

2.6. Urban Planning.

Advice and assistance on legalization of an already erected building without the corresponding licences or inadequacy of the same, to expropriations and legal assistance on the production and application in relation to an urban development plan, our team of real estate lawyers, working closely with our architecture team, will advise you on the best course of action to obtain and protect the maximum benefit from your investment.

- ✓ PAUS, PAIS.

- ✓ Parcelation.
- ✓ Expropriation.

2.7. Alternative Dispute Resolution.

Vives Pons & Asociados specialize in Mediation and will act as impartial mediators facilitating the discussions between the parties and helping them work together until they reach an agreement satisfactory for both parties.

2.8. N.I.E.

We assist our clients on obtaining their personal number from the Police General, which is the foreigner Identification Number, necessary in order to carry out any transaction in Spain.



3. Architecture

3.1. Architectural and engineering studio.

12

Vives Pons & Asociados also has an architectural and engineering studio that provides integral technical and management services, giving answers to all different stages in the construction process of public and private buildings:

- ✓ Edification projects.
- ✓ Establishment openings.
- ✓ Building site direction and management.
- ✓ Technical reports and certificates.
- ✓ Surveys – valuations.

From this department all projects are developed under the philosophy of innovation, quality and compromise with the ecological ambiance. Supporting the implementation of renewable energy that allows us to take advantage of a clean, natural and infinite supply of natural sources, to also rationalize the energetic consumption, and as a consequence, improve the client's quality of life.

3.2. Project Management.

In addition to the creative design and construction management, **Vives Pons & Asociados** offers an integral and multidisciplinary service capable of coordinating and managing the different agents, stages and processes of a construction, in order to optimize time and expense.

The coordination of the architectural and engineering studio with the legal department and the fiscal, labour and accounting department allows for management services as well as consultancy and efficient project construction services to be offered, making use of the project manager figure.

Along with the project architects, required by the LOE, the project manager is in charge of complementary tasks such as price comparisons or processing licenses, allowing the architect to offer maximum guarantees when drawing up the technical project and directing the construction.





3.3. Corporative interior design.

Upon taking on corporate interior design projects, **Vives Pons & Asociados** conceive dynamic and functional spaces that project the corporate identity of their clients company, providing added value to the decoration and a positive image of the company.

These projects are tailor made and supervised from scratch to guarantee estimates, quotes and time frames are met.



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3 PERSONNEL TEAM AND EMPLOYMENT

14

In order to meet the goals set by the company direction it was necessary to employ new professionals that could cover each and every one of the services offered.

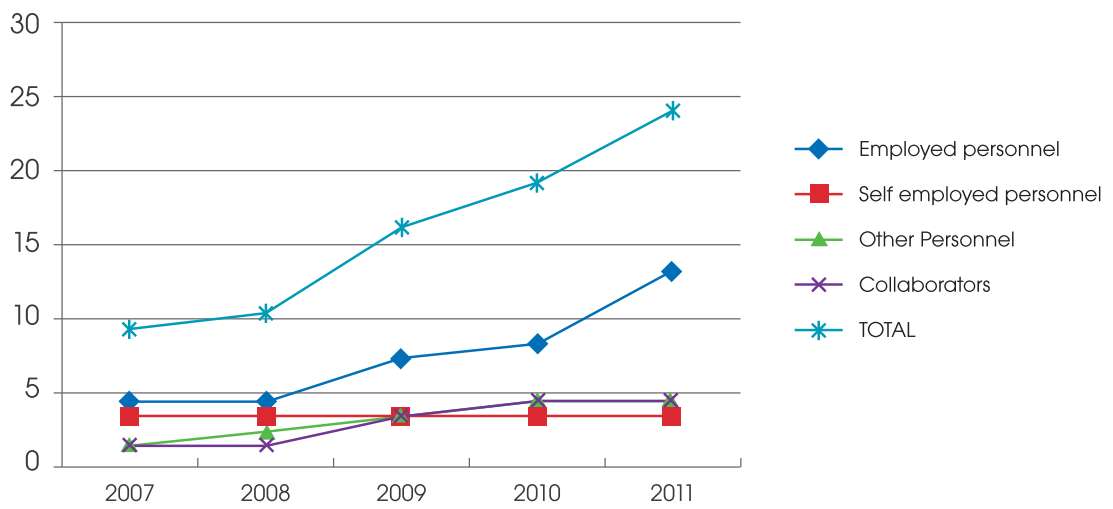
The personnel team at **Vives Pons & Asociados** is made up of professionals that faithfully believe in the project that they, as much as the company, have developed.

With regards to employment, the evolution is noticeable with the following increase of employment of personnel in the last years, something to point out taking in to consideration the current financial situation that has pushed companies to optimise personnel and reduce their staff.

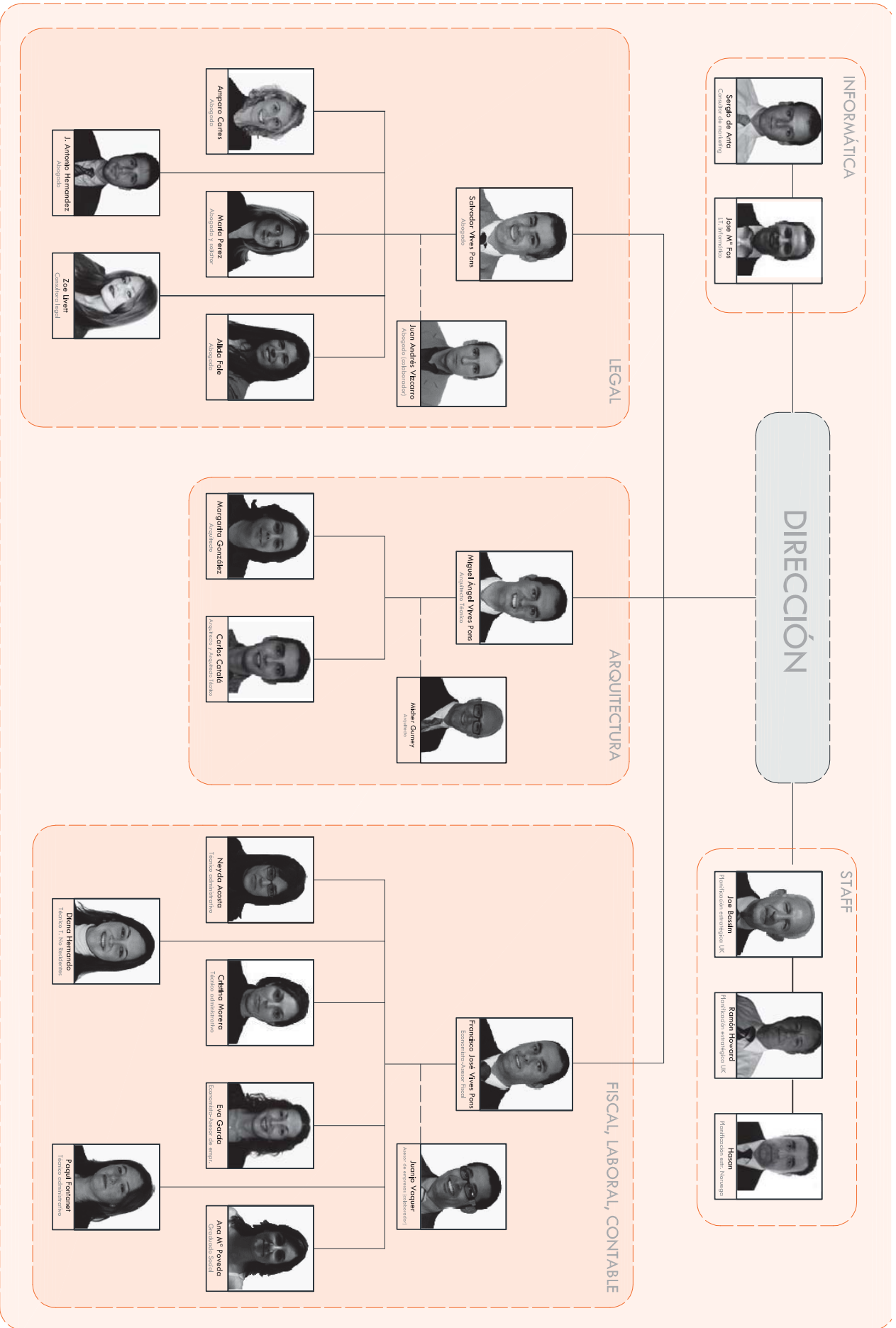
	2007	2008	2009	2010	2011
Employed personnel	4	4	7	8	13
Self employed personnel	3	3	3	3	3
Other personnel	1	2	3	4	4
Collaborators	1	1	3	4	4
Total	9	10	16	19	24



Vives Pons & Asociados employee evolution



Within a five year time frame **Vives Pons & Asociados** has planned to contract 12 new professionals thanks to the opening of new offices. Currently the company has two job vacancies to cover the solicitor positions at the offices in London and Alfaz del Pi (Alicante), which would suppose a noticeable increase in personnel in the current exercise.



eficacia
 INNOVATION
 IMAGINATION
 fidelity
 PROFESIONALIDAD
 TRAINING
 compromiso
 commitment
 formación
 PROXIMITY
 humilidy
 accesibilidad
 transparency
 TRANSPARENCIA





4 STRATEGIC PLAN

18

A. Brand consolidation.

After the union, the consolidation of the **Vives Pons & Asociados** brand has been one of the inflexible points of the company from its creation, a point which has had to be heavily supported for its recognition in the market. This was the moment for the company direction to take their image seriously and plan a consolidation strategy for the brand under the name of **Vives Pons & Asociados**.

1) Brand

VIVES·PONS&ASOCIADOS
global solutions

VIVES·PONS&ASOCIADOS



2) Stationary

VIVES·PONS&ASOCIADOS
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SPAIN
c/Plaza Pavia, 9 bajo 03700 Dénia (Almería)
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www.vivespons.com

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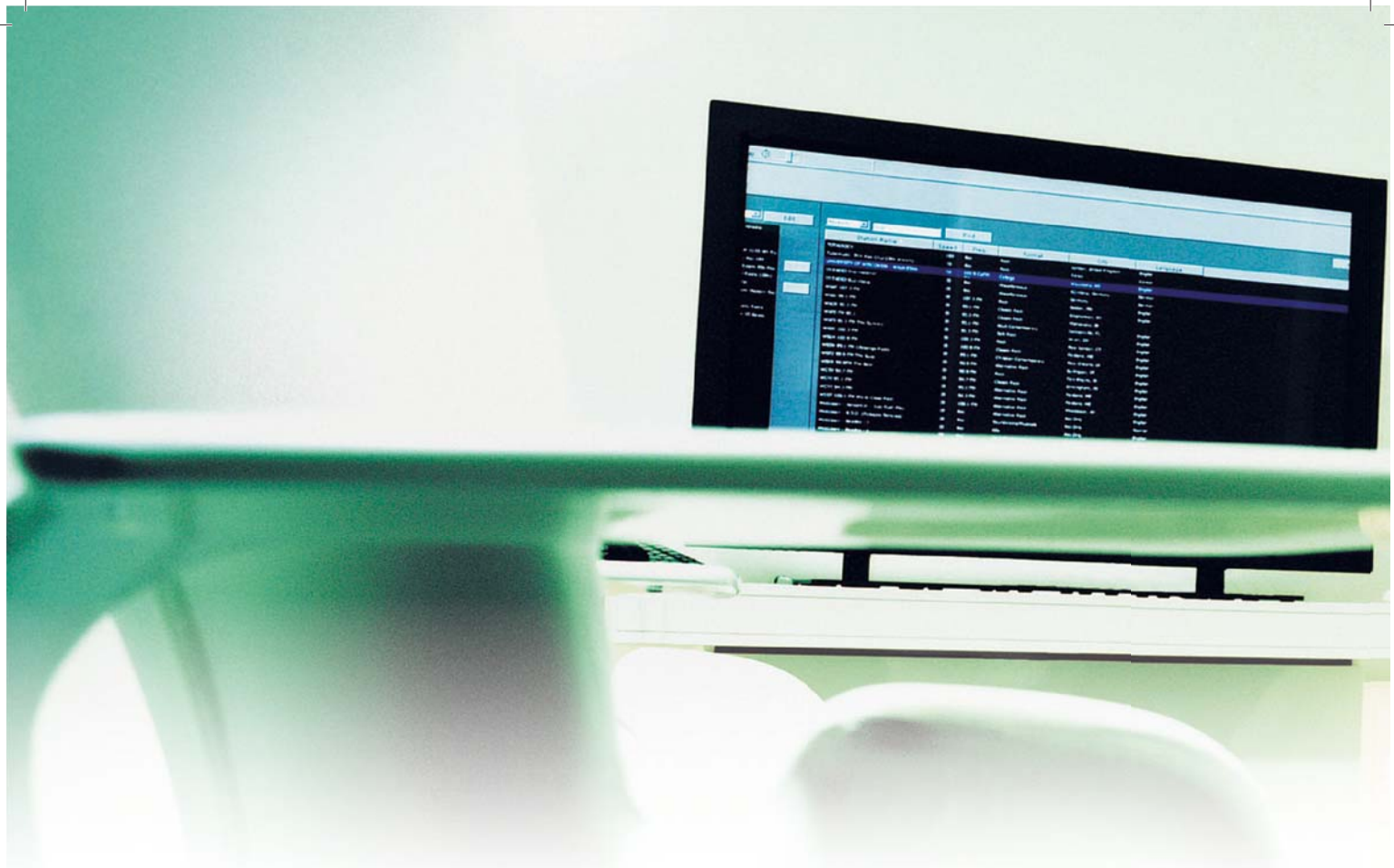
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3) Advertising

20 **Vives Pons & Asociados** is a company that has made its self known by many means of communication. Within these means of communication, articles and reports can be pointed out, in magazines specialising in the property sector, that have undoubtedly underlined the global quality of the firm with regards to the services that it provides to international clients looking for a home/residence in Spain for their retirement. In the same sense, the firm participates in programmes and talk shows on the radio as experts in the services they offer to their clients: legal, taxation and architectural, always sharing their experiences with the best professionals in their fields.





4) Web

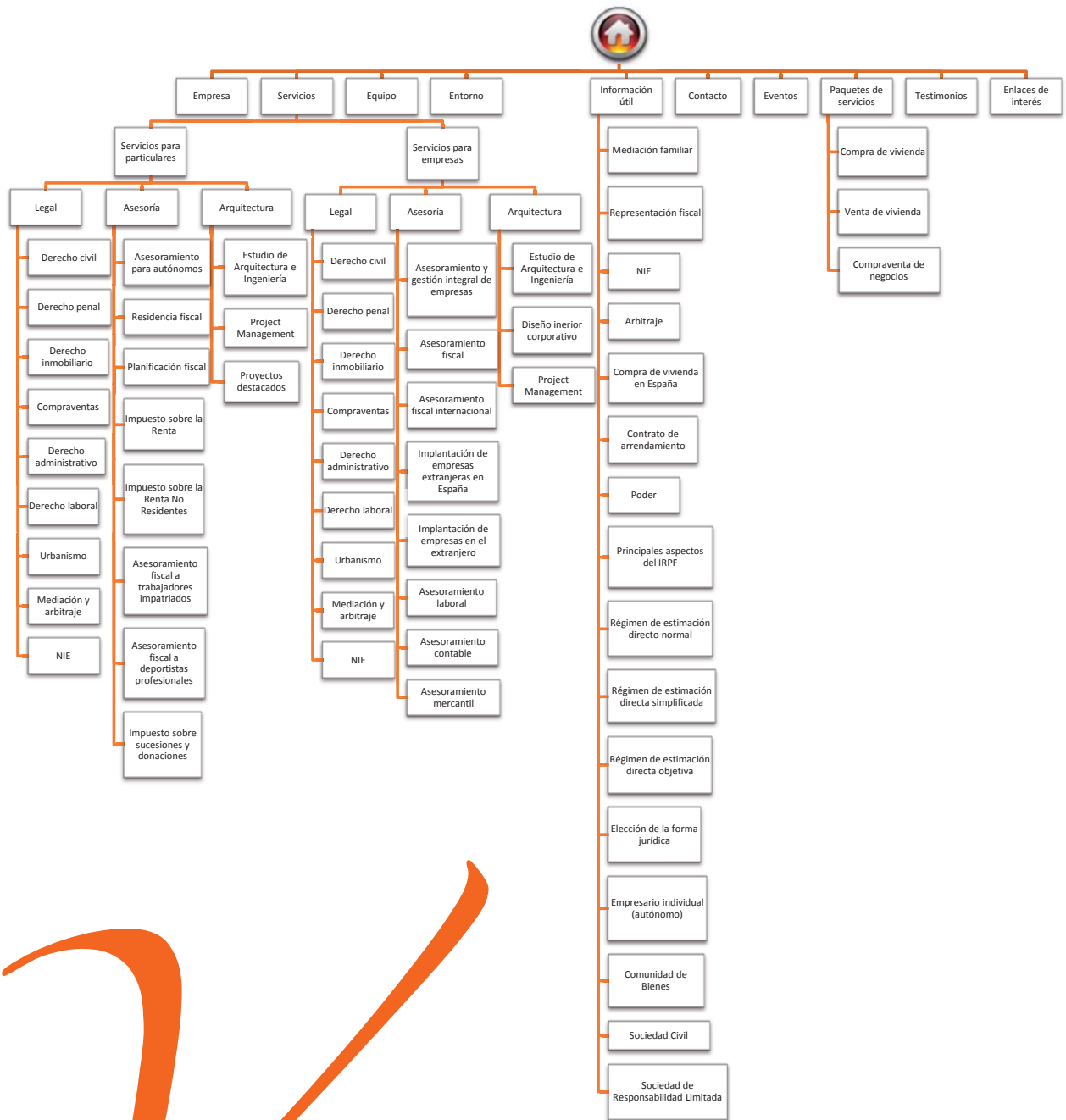
From the start **Vives Pons & Asociados** felt strongly about the need to be present in the world of internet. The **potential** that this market offers has not been passed by unnoticed by this office, which has turned into the evolution of the website, from the first stage in which the contents were totally static right up to the last adaptation, which is presented with the new image, and a **dynamic content** in concordance with the **new technologies**, and from where the user can interact with the company professionals.

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A **useful, eye catching and friendly** digital page, for which the company carries out continuous **positioning** work in the main **search engines** in order for their clients to easily finds everything they are looking for.



WEB MAP
WWW.VIVESPONS.COM



Screen 1. Highlighted projects.

Home > Services > Services for you > Architecture > Featured Projects

Featured projects

all edification / residential equipment / commercial interior / landscaping



Faldas del Montgó
Type: interior / landscaping

This property is situated on the skirt of the Montgo Mountain, from where you are to contemplate it's great scenery. It maintains a singular relationship with the sun, due to the urbanistic affections and the necessity to situate all the bedrooms and functional rooms...

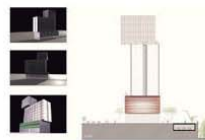
find out more...



Ca Nano
Type: equipment / commercial

Situated next to the sea, the refurbishment of this local consists in boosting it's strong point, its unbeatable location. Any elements and materials that are distracting to the eye have been removed...

find out more...



Hotel Alameda
Type: equipment / commercial

The construction of a building with its predominant use will be destined to Hotel is proposed, at the same time it must contain other functions for the use and enjoyment of the public due to it's proximity to the business area of the city...

find out more...



Vivienda Obrador
Type: edification / residential

The property owner, a photographer, disposes of a small plot (63m2) in the Town Center. The necessities of this program are to combine the residential and commercial use of the property (shop, exposition and work area)...

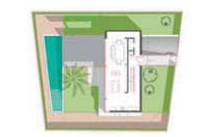
find out more...



Benitachell prop. Extension
Type: interior / landscaping

The project consists in the extensions and refurbishment of an isolated detached property. The extension of the living dining room has made the property noticeably bigger. Two big windows...

find out more...



Casa Rabdells
Type: edification / residential

This detached property is composed of two bodies, a daytime body and a night time body, differentiated by their volume and materials, constructed exclusively from wood and metal...

find out more...



Ca Nano
Type: interior / landscaping

The renovation and modernisation of the local has been ordered. Situated in a privileged area, the previous existing local had it's back to the views. A Light minimalist spirit has been chosen to boost the views...

find out more...



Banco Nykredit
Type: interior / landscaping

The Nykredit representation office is determined by the rehabilitation of a commercial local. The lighting can be greatly appreciated due to large windows on the principal entrance side...

find out more...



La Nucua
Type: edification / residential

This summer home has been projected according to the program presented by the client, concentrating on the relationship areas of the property - living room - dining room - kitchen- and the communication between...

find out more...



Packages of Services

Corporate Business Start-ups in UK



our projects...

Events

Seminar: Building, extending and renovating your property
08/09/2011

Seminar: Building, extending and renovating your property
25/02/2011

Seminar: How to minimise your income tax in Spain
18/03/2011

more events

Social networks



Communication

16

Like

Send

Tweet 2

+1 0



Private Area

User name:

Password:

Login

Home > Useful Information

However, professional advice really needs to be specific to individual circumstances and you should obtain expert guidance appropriate to your particular needs.

Legal

- Fiscal Identification Number for Foreigners (N.I.E.)
- Fiscal Representative
- Property Purchase in Spain
- Preview the Expense Entailed in your Property Purchase
- Preview the Expense Entailed in your Property Sale
- Family Mediation
- Arbitration
- Lease Contract
- Power of Attorney

Taxes

- How to become a Tax Resident in Spain
- A Brief Guide to Income Tax in Spain
- Taxation on Urban Building to Non Residents
- Capital Gains arising from the Sale of Buildings
- Special Procedure to Determinate Tax Withheld on Work Income in Case of Change of Residence
- Application for Tax Identification Number
- Legal Forms for Business:
 - The Choice of the Legal Form
 - Individual Entrepreneur
 - General Partnership
 - Limited Liability Company
 - Limited Partnership
 - Public Limited Company

Architecture

- New build or property extensions
- Builder obligations and responsibilities
- Habitation Certificate



Packages of Services

Corporate Business Start-ups in UK



our projects...

Events

Seminar: Building, extending and renovating your property
 08/09/2011

Seminar: Building, extending and renovating your property
 29/01/2011

Seminar: How to minimise your income tax in Spain
 08/03/2011

more events

Social networks



Communication

16

Like

Send

Tweet 2

+1 0

We belong to the following associations



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 Fiscal Identification Number (N.I.E.)
 Property Purchase in Spain
 Preview Expenses in Property Purchase
 Preview Expenses in Property Sale
 How to become a Tax Resident in Spain
 A Brief Guide to Income Tax in Spain
 Taxation on Urban Building to Non Residents
 Capital Gains arising from Sale of Buildings

Packaged Services
 Property Purchase Package
 Property Sale Package
 Business Acquisition/Sale Package

Testimonials
 "...has helped to clear up some of our questions..."
 "...might well mean that I can reduce the tax I have to pay..."
 "...excellent, and it has really opened my mind..."
 more testimonials...

96 643 26 24
 CALL US NOW

VIVES PONS & ASOCIADOS
 global solution

Spanish solicitors in London. Professionals in Fiscal and tax advise services, architecture projects services and real state advisory in Spain and UK.

The "useful information" section that is shown on the previous page is periodically updated in order to maintain the users informed with regards the latest fiscal, legal and architectural news.

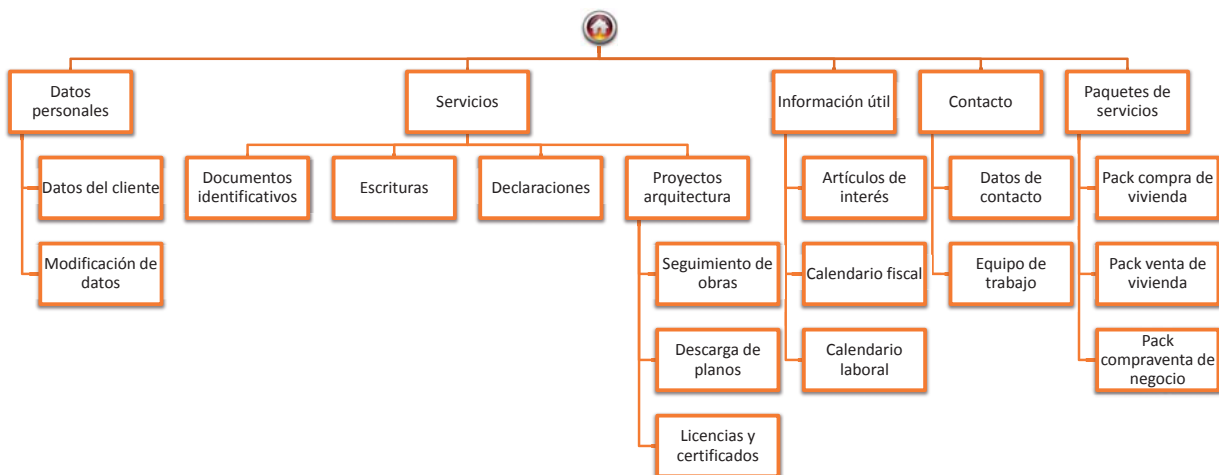
5) Extranet (private client area)

Thanks to all the information being integrated in to one system, **Vives Pons & Asociados** puts at their users disposition a **service** with a **difference that** provides a dose of added value to the company: the **client extranet**.

It's an **online portal** totally linked to the information system that, in **real time**, giving the clients the possibility to consult and download information related to tax forms, title deeds, identification documents, salary pay slips, plans, licences, certificates and follow up images of building work that that company may be carrying out for the client. The portal also offers clients the possibility of consulting and/or modifying their registered personal data, access catastro details to properties registered under their name, and be updated with regards to taxation, legal and architectural news that is periodically published.

In order for the client to get to know how the **Vives Pons & Asociados** portal works, the company has developed a presentation **tutorial video**. This video can be accessed from the web www.vivespons.com, and it explains the steps to follow to keep updated and carry out exhaustive follow ups on any matters that the company is carrying out on behalf of the client, this way, the client is able to maintain direct contact with the professionals dealing with their matters.

WEB MAP - EXTRANET VIVES PONS & ASOCIADOS



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Screen 2. Client Data.



Client data

In this section you have access to your personal data details, such as your address, telephone numbers, email adress, bank account, etc. Please, revise all details to make sure they are correct.

Client Data

Personal data Contact data Bank Account Properties in Spain

Name:

CIF / DNI: Passport:

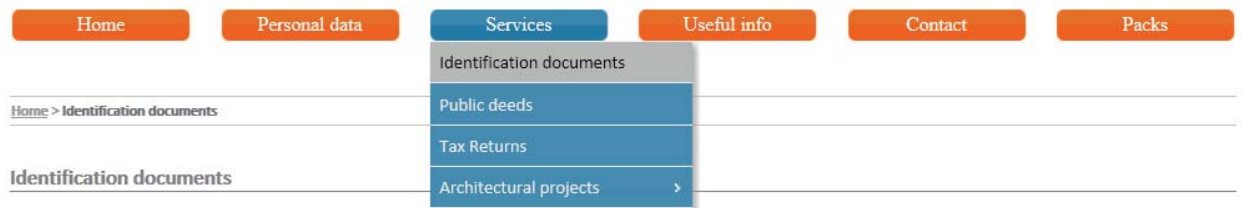
Nation: Birth date:

modification form

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This screen offers the user the possibility to consult their personal data that appears on the company client data base. The **properties in Spain** section directly links to the Virtual castastro office where the client can see their properties castastro details.

Screen 2. Identification documents.

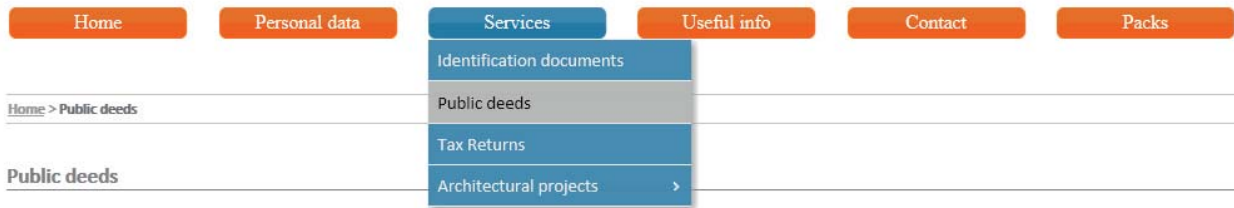


Vives Pons & Asociados puts your personal documents at your disposition in a comfortable digital format for easy use when needed.

Description	Date	Download
NIE	22/06/2011	
Total: 1 document/s		

In this portal section the user will find the identification documents stored in the company **digital archive**. A complex authenticity algorithm, as well as the use of encrypt (**https**) communications provided by verisign, guarantee the data security of each client.

Screen 3. Public title deeds.

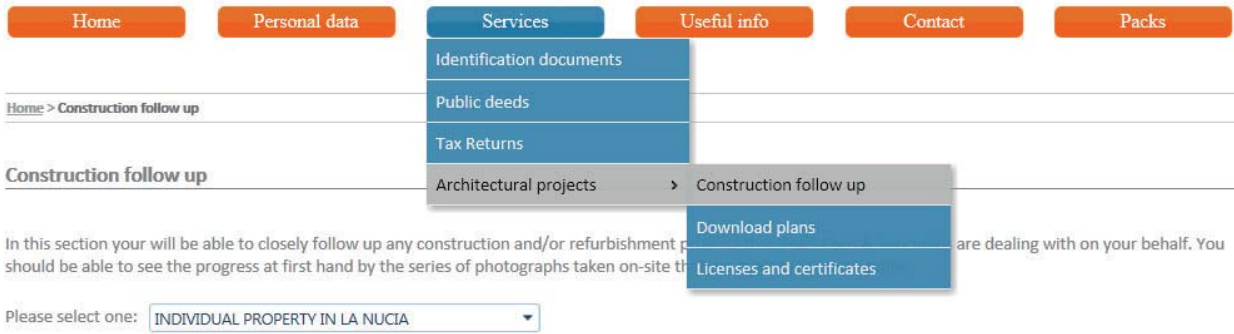


Vives Pons & Asociados puts all title deeds formalised by public notary and registered to you at your disposition in a digital format to enable you to easily and comfortably consult them at any time.

Description	Date	Download
COMPRA PROT. 1573	30/06/1997	↓
PODER	11/02/2011	↓
COPIA SIMPLE AGRUPACIÓN PROT. 439	25/02/2011	↓
Total: 3 document/s		

The **internal classification** that Vives Pons & Asociados Established upon the configuration of the EPR's Digital archive, offer the client an **organised vision** of all documentation entailed in any matter that the company is dealing with on their behalf.

Screen 4. Construction follow up.



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In this section you will be able to closely follow up any construction and/or refurbishment project that we are dealing with on your behalf. You should be able to see the progress at first hand by the series of photographs taken on-site throughout the process.

Please select one:



Contracting a **Project** with **Vives Pons & Asociados** entails one of their architects managing a **periodic follow up** of the construction process. This follow up is **graphically** documented to later offer the clients the possibility of **consulting the status of the construction** from **any part of the world**, with a simple **internet** connexion (not forgetting the origin of some of the companies potential clients)

Screen 5. interesting articles.



Home > Articles

Articles

Vives Pons & Asociados are happy to provide the following generic information for the benefit of clients and prospective clients; appropriate information sheet.

However, professional advice really needs to be specific to individual circumstances and you should obtain expert guidance appropriate to

Title	Download
A brief guide to income tax in Spain	↓
Builder obligations and responsibilities	↓
Habitation certificate	↓
How to become a tax resident in Spain	↓
New build or property extensions	↓
Preview the expense entailed in your property purchase	↓
Preview the expense entailed in your property sale	↓
Total: 7 document/s	

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Vives Pons & Asociados periodically publishes interesting information relating to legal field as well as the fields of taxation and architecture.

6) Social networks

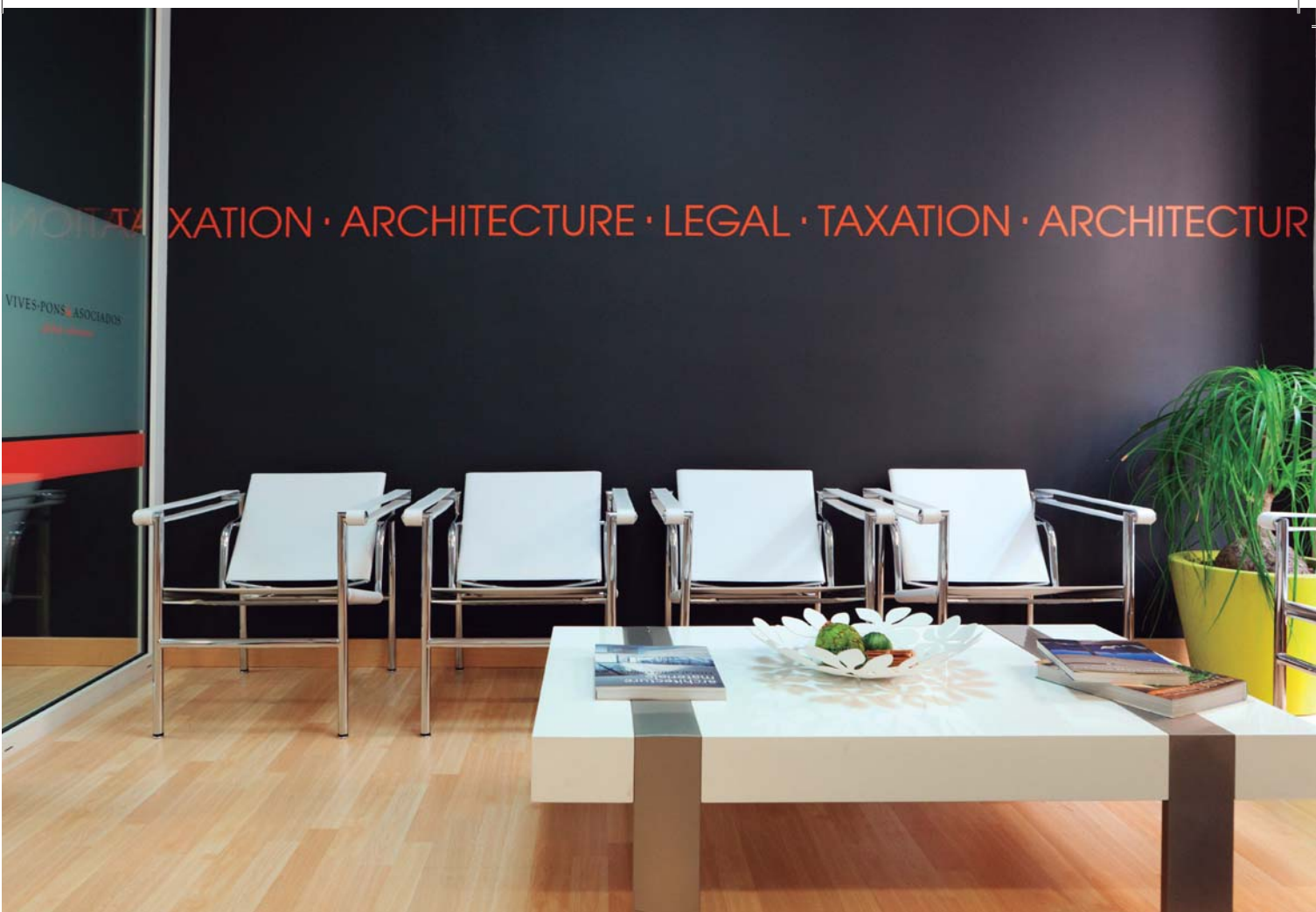
Vives Pons & Asociados, in addition to positioning the company by means of their webpage, have also developed a fan page on **Facebook** (professional page for companies), a corporate profile on **Twitter**, and a channel on **Youtube** where all corporate videos are collected, reflecting the companies transparency on social networks.

The online presence of the company is a resistance race that takes time, work and constancy. The 2.0 is very important, this being a company site where all visits shall be destined (organic, PPC or social networks) the contents is dedicated to converting (selling), providing information, and being useful to the user, it is continuously being updated and offers a fresh presentation to favour the periodical return of the users, whom themselves shall create a community within brand.



NOTA TAXATION · ARCHITECTURE · LEGAL · TAXATION · ARCHITECTUR

VIVES-PONS ASOCIADOS



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VIVES-PONS&ASOCIADOS



B. Amplification of the market share.

30 The credit crunch, propelled by the fall of the property sector, entailed the destruction of numerous Spanish companies as well as an important number of employment positions, all of which directly affected the company.

The direction at **Vives Pons & Asociados** chose to use the penetration strategy in the international client market, with residents in the influence zone of the Costa Blanca, particularly in the Marina Alta, Marina Baixa and Balearic Islands, areas with mainly British, Nordic and German residents.

The target, in other words, the client profile that was sought, based on the company strategy, was an international profile, of a person of over 40 years of age with a home/residence in Spain.

The decision to select this segment of the market is because the company discovered the great need to cover this sectors necessities, that had never had professional assistance in many different legal, taxation and architectural aspects, and therefore, was an abandoned sector in the property boom era, from the professional advisory point of view.

Strategy

1. Service packages

For this client profile, **Vives Pons & Asociados** developed a series of service packages that the company valued, and to which they included a combination of services from the three company departments: taxation, legal and architectural.

The service packages were created with the following goals:

- ✓ Create a greater added value to the services provided by the company
- ✓ Improve the quality of the service, saving the client time by the interrelation of the three departments
- ✓ Reduce the cost of the services
- ✓ Propel the sale of integrated services
- ✓ Gain client satisfaction



Below, detailed information on the service packages that are currently being offered:

PROPERTY PURCHASE/SALE PACKAGE

Services included in the package:

- Preparation of TOTAL COST quotes for the transaction including taxes, notary fees, registry fees, etc.
- Meeting with the SOLICITOR in order receive information on the process and expenses entailed in the property purchase/sale (taxes, notary fees, registry fees, N.I.E., etc.)
- Meeting with the TAX ADVISOR in order to orientate the client with regards to fiscal obligations, and receive advice about the different taxes in Spain and the Valencian Community.
- Various checking's, including mortgage, community administrators, utility invoices, etc.
- Habitation certificate or second habitation licence search
- Land registry search
- Encumbrance, charge and lien search
- The drawing up a private sale/purchase contract with the corresponding assistance at the signing of the document and deposit payment.
- Reception of funds in the client account and the transfer of these if necessary.

- Preparation of the notary appointment and paper work for the formalisation of the sale, and assistance on the day.
- Bankers draft order for the formalisation of the sale/ purchase
- Application for Plusvalia and payment of the taxes.

Extra services not included in the package:

- To apply and obtain the N.I.E. certificate.
- Power of attorney.
- Wills.
- Property condition report.
- Valuations/surveys.
- Non-resident tax.
- Income tax (IRPF).
- Property legalisation.

BUSINESS SALE/PURCHASE PACKAGE

Services included in the package:

- -Searches carried out at the Town Hall by an ARCHITECT in order to ascertain if the business has a legal opening license or not.

- Verification of whether the license corresponds to the activity being carried and whether the installation meets with all the requirements for the activity, a task carried out by the ARCHITECTURAL department.
- If necessary the architectural department will apply for the corresponding Urban compatibility certificate at the Town Hall (taxes not included)
- Meeting with the TAXATION ADVISORY department in order to determine the legal way to carry out the investment project and the tax implications (setting up of an S.L., S.A., self employment registration, etc.)
- Preparation of accountancy and tax returns
- Application for certificates in order to ascertain that the company is up to date with all of the tax and obligations, and also to know if there are any debts with social security
- The drawing up of a private sale, rental... contract by our LAWYERS whom will also revise and existing business contracts
- Negotiation with the parties involved in the contract
- Our LAWYERS will be present at the signing of the contracts
- Our LAWYERS will be present at the signing of the official title deeds and their posterior inscription at the registry.

Extra services not included in the package:

- Changes on the opening licence.
- Change of title holder and/or direct debits for payment of utilities.
- Application for opening licence and opening project.
- Company set up.
- Registry of the company activity and self employee registration.

INCOME TAX PACKAGE

Services included in the package:

- An individual appointment with a tax advisor that speaks your language
- A complete study and financial analysis of your situation in Spain.
- A pre-calculation of your income tax in order to know how much you could expect to pay
- Your income tax forms shall be personally prepared for you by one of our advisors.

You can also benefit from a free appointment and consultation.

- Advice on inheritance tax.

- Advice on how to manage an inheritance in Spain.
- Advice on the sale and purchase of properties.

NON-RESIDENT TAX PACKAGE

Services included in the package:

- An individual appointment with a tax advisor that speaks your own language.
- A complete study and analysis of the financial situation in Spain.
- A pre-calculation of the non-resident tax declaration in order to know how much you may expect to pay.
- Your non-resident tax declaration shall be personally prepared for you by one of our taxation professionals.

You can also benefit from a free appointment and consultation.

- Advice on inheritance tax.
- Advice on how to manage an inheritance in Spain.
- Advice on the sale and purchase of properties.

INHERITANCE PACKAGE

Services included in the package:

- Spanish will.
- Executor.
- Inventory of assets and debts.
- Heirs.
- Pre-calculation of inheritance tax.
- Tax planning.
- Client financial study .
- Presentation and payment of inheritance tax.

You can also benefit from a free appointment and consultation

- Advice on income tax.
- Advice on the sale and purchase of property.
- Advice on your properties legal documentation.

2. Conferences / Seminars.

In 2009 and after important efforts, **Vives Pons & Asociados** decided to open an office in Denia, in the central street of Marques de Campo, with a capacity of 30 people, the goal was to carry out conferences orientated to potential clients within the selected profile.

The invitation list to the conferences was created using the following means:

- Companies internal data base.
- Social network of people related to the company.
- Sponsoring of associations and clubs.
- Press, magazines and radio.

These office seminars are imparted with a variety of relevant themes, such as inheritance tax, tax residency in Spain, Income tax, non-resident tax, construction and extensions, property refurbishments, property legalisations, etc...

After the success of the first seminars at the Marques de Campo office, **Vives Pons & Asociados** decided to extend them to other towns, such as Javea, Benitachell, Benidoleig, Pego, Gata, Pedreguer, Albir... amplifying in this manner the influence area for the capitation of new potential clients.

The company sponsors foreign associations, such as bowling clubs, golf clubs, etc. to carry on directly making their way in to the market sticking to the predetermined strategy.

Seminar goals:

- Improve interaction with clients.
- Capitation of new clients.
- Transmit credibility and confidence to the clients.
- Create Client loyalty.
- Propel the sale of service packages.



Vives Pons & Asociados, since 2009 have carried out a total of 48 conferences, which means that they have attended over 1000 people converting over 300 of these to clients.

Vives Pons shall continue to use this way of introduction to the market with these five basic points and have previewed a calendar for seminars in 2012.



3. Welcome Package.

The welcome package is a variety of documentation proportioned to the client on the first visit to the office, giving a brief description of the company and all the services that **Vives Pons & Asociados** provide. There is also information on different useful topics.

The welcome package targets:

- Make a good impression.
- Give a good general idea of the services that the company provides
- Sell the companies competitive advantage (three fields of services under one roof)



Welcome Package

4. New offices.

The opening of new offices was indispensable to compliment the market inclusion strategy, these offices would permit the clients to be duly attended in the stipulated influence zones (Marina Alta and Marina Baixa in the Alicante province and the Balearic islands).

Vives Pons & asociados took the decision to open an office up in Alfaz del Pi (Marina Baixa), this office has recently opened its doors to the public based on the following criteria:

- Its geographical location, due to the connection with towns such as Altea, La Nucia, Albir and Benidorm.
- High density of Norwegian and British nationals resident in the area, currently leading in the concentration of Nordic residents, currently having over 10,000.

In the near future, the company plan to open a new office in Mallorca, in order to attend to the market of British and German residents that are concentrated in the Balearic Islands capitol.

C. Management and quality control.

1. Internal management.

One of the goals set after the association of the three businessmen was the implementation of a strategic resource optimisation plan, an **ERP software** that could manage to unify the proceedings and information coming from three areas.

Today, it can be confirmed that this **ERP** has helped them to achieve the proposed targets for its implementation:

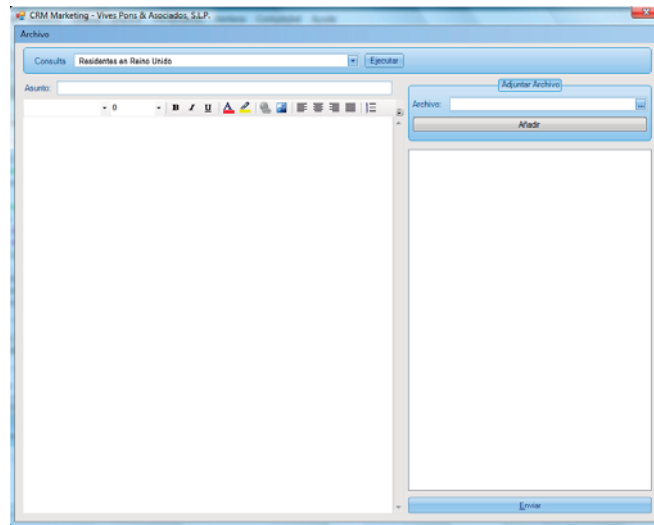
1.1. Information control to help when making decisions: the **business intelligence** modules and diverse **information centres** that the system provides makes obtaining information fast and precise. The concept of **unique data** linked to **ERP's** gives this information total veracity

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Seq.	Vinculado TRUO	COD. cliente	NP pag.	Emp.	Ret.	Fav.	Fecha	Hora Usuario
No	No	Factura 11-169	430001438	1	No	SI	No	28-02-2011 11:30 CRISTINA
No	No	Factura 11-222	430001438	1	No	SI	No	11-03-2011 11:14 PAQUE
No	No	Factura 11-222	430001438	1	No	SI	No	11-03-2011 11:14 PAQUE
No	No	Factura 11-459	430001438	1	No	SI	No	31-05-2011 11:42 CRISTINA
No	No	Factura 11-169	430001438	1	No	SI	No	28-02-2011 11:30 CRISTINA
No	No	Factura 11-317	430001438	1	No	SI	No	18-05-2011 17:40 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	18-05-2011 17:40 PAQUE
No	No	Factura 11-56	430001438	2	No	SI	No	28-01-2011 13:45 CRISTINA
No	No	Factura 11-317	430001438	2	No	SI	No	18-05-2011 17:38 PAQUE
No	No	COMPENSA ENPLE ASURACIONS	430001438	28	No	SI	No	14-03-2011 12:32 diana
No	No	COMPA INEOT. 1573	430001438	40	No	SI	No	14-03-2011 12:33 diana
No	No	FOODER	430001438	11	No	SI	No	14-03-2011 12:33 diana
No	No	FRONT ELEVATION	430001438	1	No	SI	No	20-06-2011 17:56 jose.foe
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:43 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:43 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:25 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:25 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:25 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:25 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:25 PAQUE
No	No	Factura 11-317	430001438	1	No	SI	No	14-04-2011 16:25 PAQUE
No	No	ME	430001438	1	No	SI	No	22-06-2011 18:14 jose.foe
No	No	Factura 11-459	430001438	1	No	SI	No	31-05-2011 11:42 CRISTINA
No	No	SECTION PLANE	430001438	1	No	SI	No	20-06-2011 17:56 jose.foe
No	No	SITE PLANE	430001438	1	No	SI	No	20-06-2011 17:56 jose.foe
No	No	CONSTRUCTION DETAILS	430001438	1	No	SI	No	20-06-2011 17:56 jose.foe
No	No	BUILDING LICENSE	430001438	1	No	SI	No	24-06-2011 13:11 miguel
No	No	HABITATION CERTIFICATE	430001438	1	No	SI	No	24-06-2011 13:17 jose.foe
No	No	PREC. 210 2000	430001438	2	No	SI	No	27-06-2011 18:14 diana
No	No	PREC. 210 2000	430001438	2	No	SI	No	27-06-2011 18:14 diana
No	No	PREC. 210 2000	430001438	2	No	SI	No	27-06-2011 18:16 diana

This image shows one of the information centers that the ERP offers, particularly, the one that corresponds to the client. Here all the information on a client can be generated such as active files, contracts, details, service history, unpaid fees, and administrative actions as well as other associated documents.

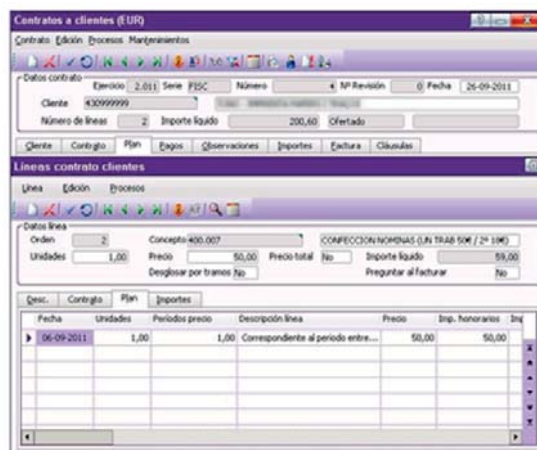
1.2. Client loyalty: after the implementation of the ERP the client data base was classified in order to segment the clients in an efficient manner. Thanks to these segmentations they were able to carry out informative and marketing campaigns directed at a targeted public.



An application that sends information and marketing communications. In first place we would select the desired segmentation that has been previously defined, the next step is as easy as sending an email from a traditional system. The ERP takes care of selecting the clients or potential clients that meet the segmentation's requirements, and simultaneously creates an informative registry of each one.

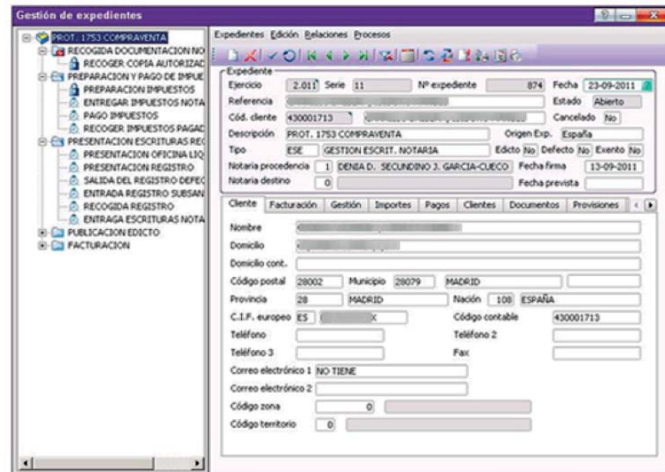
1.3. Fast and trustworthy invoicing process: the invoice control for three very different activities supposed one of the main reasons for which the ERP was implemented, based on payment notes coming from three different places:

- **Contracts:** This module of ERP is used for all activities that entail periodical invoicing, weather this is by fixed quotes, salary pay slips, or payment in installments. This function is perfectly adapted to the needs of the fiscal and labor departments



The contract module permits the definition of prices according to different periodicities in function of the value of the contract. The automatic invoicing process as well as the posterior accountancy, constitutes an important optimization of company resources.

- **Files:** another of the modules consists in the billing of files, understanding that these are a combination of tasks and activities that are required to provide a service. Each job is assigned to a person or department that shall be responsible for carrying it out. All areas of the company currently use this function that the system offers, given its versatile way of controlling the great volume of services that **Vives Pons & Asociados** provide. The possibility of generating fees for each activity, generating offers and invoicing these, as well as controlling the provisions of funds that the clients deposit with the office, supposes an invaluable assistance to the development of the firm.



The image shows the classification of a purchase/sale file with its corresponding tasks and activities, each one of these in its own execution status.

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- **Manual billing notes:** the company, of course, still produces manual billing notes for products and services via the traditional system from time to time.

The combined use of these functions permits a rigorous control of the sale prevision and real sales from the different areas of the company.

1.4. 1.4 Optimization and standard office internal proceedings: in order to make the most out of company resources and improve client satisfaction, Vives Pons & Asociados, studied the internal office proceedings one by one in order to adapt them to the new ERP, and so, the ERP went through a personalization process to adapt it to the necessities of each area.

Today, the proceedings are totally integrated in the company, so much so, that in the near future the company will opt for the **ISO** quality certification.

Seg.	Vinculado	Título	Cód. cliente	NP	pág.	Imp.	Env.	Ret.	Fav.	Fecha
No	No	MCD 115 2T 2011	430000015	1	No	No	SI	No	No	17-08-2011
No	No	MCD 303 2T 2011	430000015	2	No	No	SI	No	No	17-08-2011
No	No	MCD 115 1T 2011	430000015	1	No	No	SI	No	No	18-05-2011
No	No	MCD 115 2T 2010	430000015	1	No	No	SI	No	No	18-05-2011
No	No	MCD 200 1.5 2009	430000015	17	No	No	SI	No	No	18-05-2011
No	No	MCD 110 1T 2010	430000015	1	No	No	SI	No	No	18-05-2011
No	No	MCD 110 2T 2010	430000015	2	No	No	SI	No	No	18-05-2011
No	No	MCD 347 2010	430000015	3	No	No	SI	No	No	18-05-2011
No	No	MCD 390 2010	430000015	6	No	No	SI	No	No	01-02-2011
No	No	MCD 180 2010	430000015	3	No	No	SI	No	No	01-02-2011
No	No	MCD 115 4T 2010	430000015	1	No	No	SI	No	No	01-02-2011
No	No	MCD 303 1T 2011	430000015	2	No	No	SI	No	No	18-05-2011
No	No	MCD 303 4T 2010	430000015	2	No	No	SI	No	No	18-05-2011
No	No	MCD 303 1T 2010	430000015	2	No	No	SI	No	No	18-05-2011
No	No	MCD 303 2T 2010	430000015	2	No	No	SI	No	No	18-05-2011
No	No	MCD 303 3 T2010	430000015	2	No	No	SI	No	No	18-05-2011
No	No	MCD 115 1T 2010	430000015	1	No	No	SI	No	No	18-05-2011
No	No	MCD 115 3T 2010	430000015	1	No	No	SI	No	No	18-05-2011
No	No	MCD 110 4T 2010	430000015	1	No	No	SI	No	No	15-02-2011
No	No	MCD 115 4T 2010	430000016	1	No	No	SI	No	No	03-02-2011
No	No	MCD 180 2010	430000016	3	No	No	SI	No	No	03-02-2011

On the previous page an example of documental classification is shown, from the documental management system. This particular example shows tax returns associated to the client, a powerful search tool enables you to find them by typing in the name of the client or any other part of the content of the document.

- **Document management:** any document relating to a client that comes in to the office (tax forms, pay slips, identification documents, follow up photographs of construction works....) are immediately scanned in to a **digital format** and integrated in to the system, each digital document is linked to the corresponding client, permitting a quick access to consult download or even send by email.

2. Internal control.



This image shows the intranet home page from where its different segments can be accessed.

When the expansion of the company began, along with the employment increase, the creation of an interactive portal became necessary, to serve as a meeting point for workers. Making use of the Microsoft technology known as “share point services” a web site was created for the exclusive internal use of the employees. Some of its functions are listed below:

- **A document sharing library:** where classified corporate documents, formation information, press notes and marketing information can be found.

Documentos compartidos					
Nuevo ▾ Cargar ▾ Acciones ▾ Configuración ▾					
Tipo	Nombre	Modificado	Modificado por	Fecha publicación	
	Imagen de marca 1 color	05/10/2011 10:34			
	Imagen de marca 3 colores	05/10/2011 10:33			
	Logo Blanco	05/10/2011 10:33			
	Placa Obra	05/10/2011 10:34			
	Plantilla documento A4 Inglés	05/10/2011 10:34			
	Plantilla documento A4	05/10/2011 10:34			

- **Report library:** contains the report structure necessary to make daily management easier (file follow ups, sales, exploitation accounts, liquidation presentation planning...) and at the same time permitting the automatic report distribution via subscriptions created by the administrator or user, always respecting the hierarchy of permits previously defined, which dots the system of total security and confidentiality.

Report example 1. Taxation department follow up.

The screenshot shows a software interface for 'Expedientes Fiscales por Usuario - Ejercicio: 2011'. The company is 'VIVES-PONS & ASOCIADOS'. The report lists 'Expedientes Abiertos' (Open Files) for the date 07/10/2011 16:42:19. The table includes columns for 'Expediente', 'Descripción Expediente', 'Cuentas', 'Fecha Firma', 'Estado', 'Defecto', 'Certif.', 'Fact.', 'Previd.', and 'Fec.'. Files are grouped by employee, such as 'Luis José SAGAR-CANTO' and 'Cristina MORAÑA'.

This example shows a file follow up report relating to the fiscal area, showing files grouped by their designation to employees. Each employee has a subscription to the report, in order to periodically receive an email with a short description of the status of the employee's files.

Report example 2. taxation obligation report.

The screenshot displays two reports: '70 - PYME Asesoramiento' and '71 - PYME Contabilidades'. Both reports have columns for 'Cod. Empresa', 'CIF/OME', and five 'Rend.' (Revenue) columns, along with a 'Raja' (Rate) column. The '70 - PYME Asesoramiento' report shows data for companies 08, 088, 09, 138, 21, 011, 087, 088, 128, 111, 52, 06, 20, 5, and 088. The '71 - PYME Contabilidades' report shows data for companies 41, 47, 138, 09, 005, and 138.

As soon as a client is registered in the ERP, it configures the clients details in order give a tax obligation plan and permit a control of the clients declarations hat are pending liquidation.

- They also dispose of a **global calendar** that collects the most important appointments relating to any of the company areas (Seminars, employee vacations, presentations, courses, etc..)

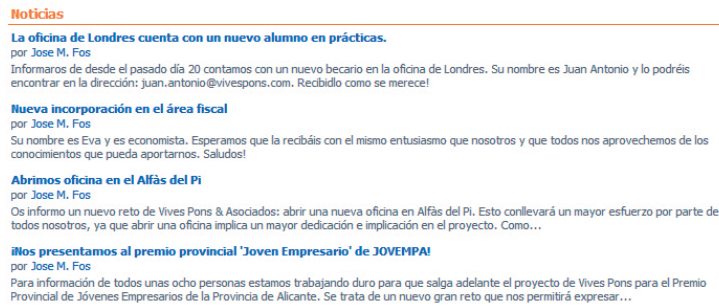
The screenshot shows a calendar for October 2011. Key events are highlighted: 'Presentación vivienda unifamiliar La Roca' on October 7th, 'Seminario tributación tax Abir' on October 11th, 'Seminario building extending and increasing your property building' on October 12th, 'Seminario de No Residencia Portugal' on October 24th, and 'Presentación residencial Alameda Urban' on October 28th.

Image 1. Calendar

This image shows the most important office events in October

- A **news section** where the direction publishes internal and external information that they consider to be relevant

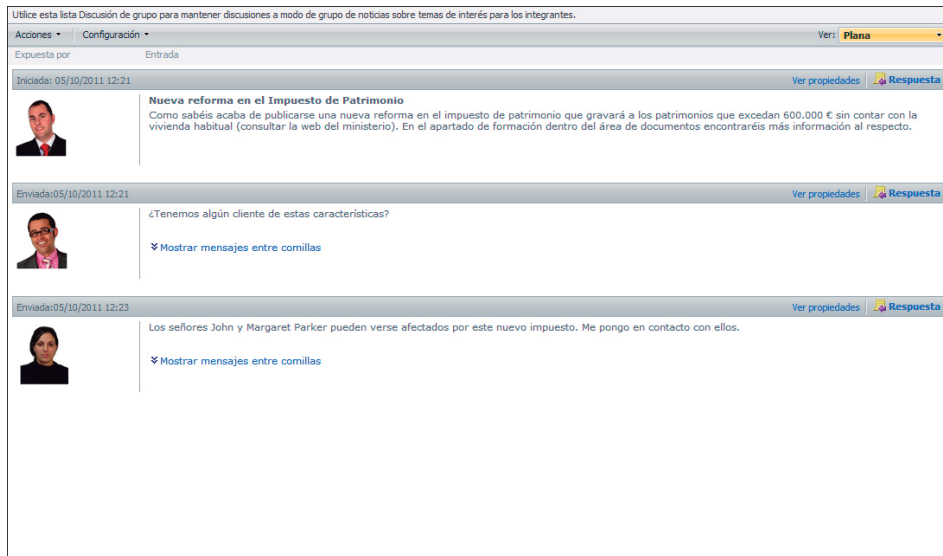
Image 2. News.



View of the news section on the intranet home page.

- A **discussion forum** where employees express opinions, queries or simply share information they find interesting.

Image 3. Discussion Forum.



39

Example of a group conversation on the intranet forum.



D. Internationalization.

40 **The internationalization plan** is another of the goals. **Vives Pons & Asociados** intend to materialize all changes produced in the company in the last years on every level, with the goal of obtaining the means and principals of a quality management inevitably linked to the internationalization of the company.

During the next five years the company intends to grow a new model of international firm, exploiting to the maximum its strengths and opportunities offered by its surroundings.

An international firm orientated towards quality, client satisfaction, and business production, never forgetting the employee as a fundamental resource of knowledge that enables the company to be competitive in the current and future society.

The company's strategic lines for the next five years are based on the following points:

1.- Network.- the firm is currently creating a network of collaborating companies in the United Kingdom, Germany and Norway, targeting the capitation of clients on origin.

2.- New office.- in 2010 a new office was opened in London that offers the possibility of providing services to clients on origin, eliminating the need to travel to Spain, this office also offers services to Spanish nationals in London.

Within the plans set out for the near future, the opening of two new offices are previewed on an international level, precisely in Oslo and Munich. With these offices, Spain (Denia - Alfaz del Pi - Palma de Mallorca) would be complemented with the geographical triangle created by the London, Oslo and Munich.





3.- The consolidation of Vives Pons & Asociados in the United Kingdom.

The company is currently positioning its self in the united kingdom by means of an internationalization plan supported by the Valencian exporting institute (IVEX) . The company direction works on a weekly basis with an expert consultant assigned by the IVEX, to investigate the market in the United Kingdom, establish new contacts and collaborations with legal and architectural companies as well as financial entities. This plan has an approximate duration of 9 months.

This model of market investigation and creation of new contacts is also being carried out in the Norwegian market and will finalize with the German market.

The company internationalization plan requires very rigorous strategic planning, for which **Vives Pons & Asociados** have created an international department in charge of the commercial agenda coordination, meetings, appointments, new contracts, events, conferences, marketing and advertisement.

4.- Development of the Vives Pons & Asociados image in the social and financial ambience.

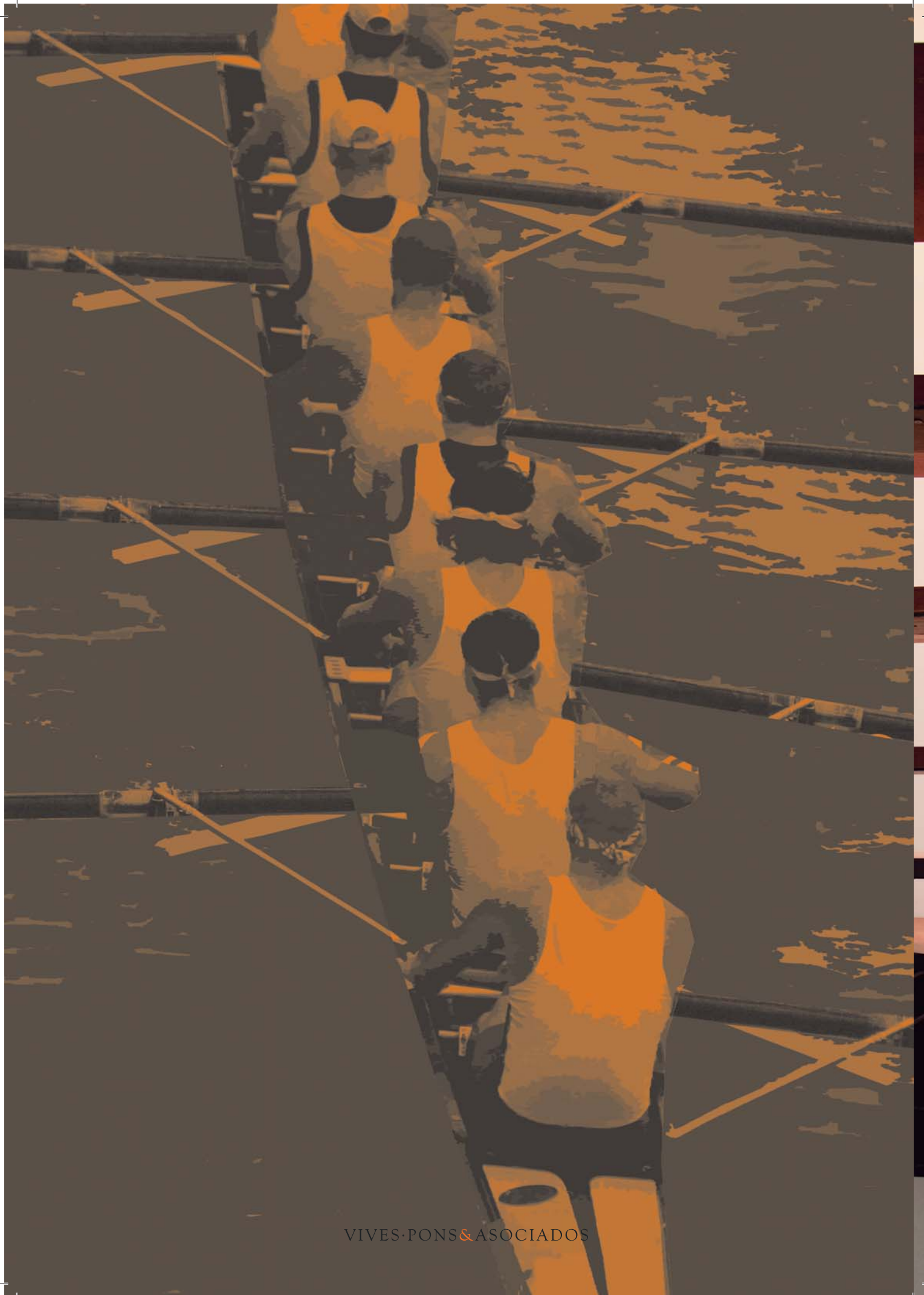
One of the challenges on an international level has been to completely turn around the corporate image and prepare sufficient tools to sell and project the company. Currently and continuously the corporate image is formed by a webpage, tutorial video for the client ex-

tranet, service welcome package, articles in magazines, newspapers, billboards, local events, conferences, international exhibitions, social networks such as Facebook and Twitter as well as a channel on you tube for the positioning of videos, etc.

The company is currently working on the IVEX plan named Expornet. With this program **Vives Pons & Asociados** maintain communication with international positioning experts via internet, whom will assist them during a five month period to reach their targets, some of which are pointed out below:

- The use of internet as a promotional tool.
- Selection and planning of digital marketing targeted to clients in function of the use of the product/service and the country.
- By internet means, increase the number of commercial contacts and exports.
- To appear in the first positions on search engines.
- Focus the webpage toward targeted clients and markets.
- Incorporation of tools that permit the sustainability of the strategies and actions on internet.

In definitive, with this program, the company intends to propel the use of internet as an international commercial tool, through the design of a digital marketing plan.



VIVES·PONS&ASOCIADOS



LAS PERSONAS NO NACEN CREATIVAS SINO SE HACEN

Responsabilidad
Constancia
Esfuerzo y Sacrificio
Formacion e Investigacion
Motivacion
Trabajo en Equipo
Organizacion