

## HOT PROJECT MANAGEMENT

## HOMING IN ON TARGETS



Whether you are constructing a residential urbanisation with a comprehensive range of onsite facilities and infrastructure... or, having found the ideal plot of land for your dream home, are building your own private villa, you will share exactly the same objectives: Completion on time, within budget, and fully complying with your quality specifications. And for project developers MDCI, meeting – and indeed surpassing – its clients' expectations is a way of life.

**REPORT:** CAROLYN MOWLEM - **PHOTOGRAPHY:** CRAIG STENNETT & courtesy of MDCI

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In an increasingly competitive marketplace, where exigous property purchasers demand only the best, and with the constant tightening of consumer law resulting in considerable financial penalties should real estate fail to be delivered on time, it is of paramount importance to have in place the services of an expert team of project developers who never once take their professional eye off the the ball.

And with more than 20 years' experience of the Spanish real estate market, MDCI (Management & Development Consulting International) have a track record that, by anyone's standards, is impressive. With 14 years of hands-on, industry involvement with multinationals such as Global Development and Marriott International Inc., Mark Lawson founded Marbella-based MDCI in 1999. Since that time, the organisation has delivered no fewer than 1,210 units representing investments totalling 290 million euros, and is currently responsible for managing the construction of 800 units with a value of 170 million euros.

Around 70 per cent of MDCI's business is for corporate clients of the stature of FBD - a major Irish insurance company quoted on the Dublin and London Stock Exchanges and owners of La Cala Golf Resort; Silkmore Spain, Sunley Holdings Plc, and La Perla Living, and a number of other developers who are limited by lack of local track record or who wish to have a fully functional and flexible proven team. And it speaks volumes for his reputation that on forming MDCI, his former employers Marriott International, entrusted Mark and his team with the entire management process of their \$80 million Marriott Marbella Beach Resort development of 288 luxury apartments, one of three timeshare resorts with whom MDCI has been associated to have won coveted RCI and ARDA (American Resort Development Association) awards in terms of quality architecture and interior design.

The project management of private villas and mansions at prestigious locations such as La Cala Golf Resort and Santa María Golf, as well as joint ventures with some of the Coast's most prominent architects account for the remaining 30 per cent of MDCI's portfolio. And particularly in the case of those unfamiliar with the many changing laws and regulations governing construction on the Costa del Sol, together with the minutiae of Mediterranean architecture and local work ethics, its profound knowledge and expertise has proved invaluable.



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Luxury villa, La Cala Golf Resort

"MDCI's role is to lead clients' developments to successful completion in every one of the many complex aspects," Mark Lawson explains. "We will design, develop and construct outstanding projects that surpass original targets while defending our clients' interests in an environment of interfacing teamwork and objective management."



Las Olas, Riviera Del Sol

"No project that we have managed has ever gone over budget, or been delivered after the stipulated date," he goes on. "In fact, quite the reverse. We have often come in under budget, ahead of deadlines, yet still meeting clients' quality constraints."

MDCI's significant financial muscle also means that clients taking advantage of all their services and resources can expect an overall discount on fees of up to 30 per cent, made possible by their modus operandi based on offering an integrated package. While comprehensive in scope, this package also provides clients with all the flexibility they could possibly require, as the modular format makes it possible to choose precisely those elements necessary. The MDCI 'menu' is thus conveniently and logically broken down into five fields: Project Consulting, Project Management, Project Development, Design & Construction Management, and Finance & Handling.


Issues addressed range from initial feasibility and viability studies, all the way through to turnkey stage. For overseas developers without an all essential track record in Spain, the company can arrange development finance and, due to its excellent relationships with banking entities, can negotiate optimum interest rates and sign off monthly bills thus providing the finance house in question with the guarantees they demand.

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Award-winning Marriott Marbella Beach Resort

"MDCI offers clients a single point of contact," says Mark Lawson. "We take full responsibility within the framework of the services we have been contracted to provide, so effectively it's we who are in the firing line. We are no further away from any of our projects than a 20-minute drive, and we routinely have weekly onsite meetings to tie up any loose ends and keep actively on top of the whole process - it's the only way to guarantee the success our clients deserve."

With average Project Management fees of between two and three per cent of the overall budget (dependent on the size of the project), and savings of from three to seven per cent returned to bottom line, while not only benefiting from the proven project management skills and incalculable peace of mind inherent to having MDCI on your side, it's a cost that pays for itself time and time again. 



Mark Lawson and members of the MDCI team

**MDCI**

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