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Lux Haven Collection · Market Report

Colombia Luxury Real Estate

A market report for the international buyer — Second Quarter 2026.

Lux Haven Collection · Sotheby's International Realty

The Macro Picture

Colombia enters the second half of 2026 as one of the most talked-about destinations in global luxury real estate — and the forces behind that attention are structural, not cyclical. Tourism has become one of the country's largest sources of foreign income, reframing Cartagena, Medellín, and the Caribbean coast as global destinations rather than regional ones, supported by an expanding network of direct international flights.

For the dollar- or euro-denominated buyer, two dynamics compound: international purchasing power that continues to stretch favourably against the local market, and a value gap that remains stark versus comparable addresses in the Caribbean, Europe, and North America. The thesis is unchanged and, if anything, sharpening — enter a market still early in its global discovery, before the rest of the world finishes arriving.

Cartagena — Heritage & Scarcity

Within the UNESCO-protected walled city, the supply of true colonial estates is fixed by heritage law. That structural scarcity, set against deepening demand from collectors, hoteliers, and second-home buyers, continues to underpin the segment's most resilient values.

The defining theme remains the dual-purpose asset: homes acquired for prestige that convert beautifully into boutique hospitality, commanding some of the region's highest nightly rates. Beyond the walls, the Bocagrande waterfront and the Rosario islands offer contemporary and beachfront alternatives with genuine short-stay upside.

Medellín — Liquidity & Lifestyle

Medellín remains Colombia's most internationally established and most liquid luxury market. Its year-round spring climate underpins constant demand from remote professionals, second-home owners, and travellers, smoothing the seasonality that defines coastal markets.

Activity stays concentrated in the El Poblado–Las Palmas corridor, where architect-designed homes with valley views meet the deepest pool of qualified buyers. Because demand spans lifestyle owners, investors, and the rental market at once, the city offers the country's most reliable resale environment — the quality serious capital prizes most.

Santa Marta — Early-Stage Upside

The coast's emerging luxury market continues to be defined by the arrival of branded, marina-front residences and hotel-serviced ownership. Pricing remains well below comparable Caribbean

destinations, offering early-positioning upside with the amenity and service standards buyers expect at the top of the market.

For investors comfortable entering ahead of the curve, marina-front and beachfront residences pair lifestyle ownership with strong short-stay demand on a coastline still early in its trajectory.

Guatapé & the Trophy Lakefront

An hour from Medellín, the emerald reservoir at Guatapé remains the country's definitive trophy-lakefront market — one defined, above all, by scarcity. The shoreline cannot be extended, and the most private, well-oriented estates rarely change hands.

Demand is steady, local, and emotionally driven: for Medellín's families, a lakefront retreat is the natural complement to city life. Limited inventory protects long-term value, while major new development nearby continues to lift the region's profile.

Emerging Frontiers

Anapoima — the warm-climate sanctuary just over an hour from Bogotá, prized by the capital's families for gated estates, golf, and weekend living. *Santander's Mesa de Ruitoque* — a temperate plateau above Bucaramanga becoming the region's address for contemporary architectural estates. *The Coffee Region (Eje Cafetero)* — UNESCO-protected country and exclusive lakeside sectors around Pereira offering resort-calibre privacy at the heart of the country.

Each is earlier in its cycle than the headline markets, and each rewards the buyer who values architecture, value, and setting over established prestige.

The Mechanics, Briefly

Foreign nationals enjoy the same ownership rights as Colombian citizens, with freehold title and no residency requirement to purchase. Funds brought in should be registered as foreign investment with the Banco de la República — the single step that protects future repatriation of capital and gains.

Transaction costs are modest by international standards, typically 3–5% of the price; the annual property tax (*predial*) is a fraction of a percent to about 1% of cadastral value. Gains on a property held more than two years are generally taxed at a flat 15% as an *occasional gain*. A qualifying purchase can also support a Migrant (M) investment visa and a path toward residency. Short-term rentals require a Registro Nacional de Turismo (RNT).

The Lux Haven Outlook

Our view for the balance of 2026 is one of disciplined optimism: scarce, well-located trophy assets in Cartagena, Medellín, Guatapé, and the rising coast remain the clearest stores of value, while the

emerging frontiers reward early, well-advised positioning.

Lux Haven represents Colombia's rarest addresses — many off-market — and guides each acquisition end to end: sourcing, structuring, due diligence, residency, and relocation, with the discretion the work demands. The opportunity is not to follow the market into Colombia, but to secure a piece of it first.

This market report reflects Lux Haven Collection's perspective on current conditions and is general information for international buyers. It does not constitute legal, tax, or investment advice, and any figures are indicative and illustrative rather than a guarantee of value or return. Lux Haven Collection connects you with vetted Colombian attorneys and accountants for guidance specific to your circumstances. © Lux Haven Collection.