



Crafting Tales

I Like a beautifully written tale, every project carries its own identity, character, and purpose.

Company Overview

II Bringing real expertise and experience to Costa del Sol.

The Tale Excellence

III To create true quality, we have standardized the process to the last detail.

Portfolio

IV A collection of bespoke, luxury homes setting a new standard for quality.

Invest with Tale

V Proven returns, structured process, exceptional quality.



About us

In a world of cookie-cutter construction, Tale dares to be different. We craft bespoke homes, each a unique tale shaped by innovation, quality, and excellence. With over 15 years of experience in property development and global brand building, our founders lead a team that collaborates with top architects and designers to deliver homes that are both beautiful and enduring.



Track Record

Tale is a full-service development firm managing every phase — from sourcing and acquisition to design, construction, and final delivery. We focus on quality over quantity, delivering high-end homes on time and to the highest standard.

13 2575

DEVELOPMENTS
COMPLETED

sqm
DEVELOPED



Our expertise

Acquisitions:

With deep local insight, we identify underutilized properties and unlock value through creative development. Our Costa del Sol expertise ensures speed and precision in securing high-potential opportunities.

Finance:

We partner with international investors and banking institutions, leveraging trusted relationships to ensure flexible, reliable funding for our projects.

Development:

Backed by over 15 years of experience, we guide each project from concept to completion, ensuring structured execution and lasting quality.

Design:

Collaborating with leading architects and artisans, we craft innovative, functional designs, with every detail—from structure to finishes—carefully considered.

Construction:

Meticulous oversight ensures every build aligns with The Tale Excellence, with hands-on project managers maintaining quality, schedule, and budget.

Marketing:

Each Tale home is branded to resonate with market demands, crafted through research and collaboration to ensure strong buyer engagement.

Sales:

We partner with top local real estate firms to maximize exposure and deliver seamless sales experiences, achieving optimal returns.

Our founders



Jonatan Hwang

Entrepreneur with a background in Industrial Engineering and Management (Royal Institute of Technology). Co-founded Pändy, a global snack brand now part of Humble Group. Since 2021, he has invested in and managed luxury residential projects in Costa del Sol, recognizing the demand for bespoke homes built with true quality.



Massoud Levin

Over 15 years in construction and property development and background in Construction Engineering at Nackademin). Led 750+ home developments at Titania in Stockholm. Since 2021, he has completed over a dozen bespoke homes in Marbella, where he pioneered The Tale Excellence, a framework rooted in Scandinavian construction discipline and luxury design.

Financial partners

Tale collaborates with a trusted network of international investors and banking partners to finance our projects. Our relationships with private capital and institutional lenders provide the flexibility and reliability needed to deliver high-quality developments consistently.



LOANS

2[€]
million

INVESTMENTS

1.5[€]
million

Portfolio



Townhouse | Nueva Andalucia

Casa Rochelle

275 sqm

Sensational townhouse with 4 bedrooms and 3 bathrooms in prestigious Aloha, Nueva Andalucia. Spacious east facing terrace with private pool, outdoor shower, generous outdoor kitchen and lounge area with stunning sea and La Concha views.

Roof terrace with panoramic view, jacuzzi and cozy fire pit. Tastefully reformed with luxurious materials in tones of beige, walnut wood and brushed nickel hardware & taps. Modern Master suite with a spacious walk in closet and privat terrace. Floor heating in all 3 bathrooms. Gated community.



Aloha

Casa Louneh

245 *sqm*

A beautifully renovated apartment in Aloha, showcasing a private pool, outdoor kitchen and bar, fire pit lounge, and gym — all set on a sun-soaked southwest-facing terrace. Inside, natural tones, walnut wood, and brushed nickel finishes define the elegant interiors, while the master suite features an exotic outdoor bathtub for the ultimate retreat.



PORTFOLIO
Our Latest Projects



Nueva Andalucia

Casa Bella

220 *sqm*

A stunning duplex penthouse in the heart of Nueva Andalucia with impeccable sea and mountain views. This home features a beautifully crafted interior space, perfectly complimented by two terraces.



Aloha

Casa Ilia

180 *sqm*

A serene townhouse in Aloha, beautifully finished in light oak with spacious bedrooms and direct access from the terrace to a lush garden and pool. Natural materials and seamless indoor-outdoor flow create a calm, inviting atmosphere throughout.

La Concha

Casa Lume

— 240 *sqm* —

A beautifully reimagined townhouse with panoramic sea and La Concha views, featuring multiple terraces and a rooftop lounge with private jacuzzi. Refined interiors blend calming beige tones, natural oak, and brushed nickel details, creating a serene yet sophisticated atmosphere throughout.

Invest with Tale

Tale Development offers investors the opportunity to participate in carefully selected residential projects on a project-by-project basis. With a strong history of solid returns, our developments are structured for efficiency, transparency, and excellence—from acquisition to exit.

Proven Returns.
Structured Process.
Exceptional Quality.

What You Can Expect:

- Historic Horizon: 10 months from acquisition to sale.
- Historic Returns Returns: Average of 45%
- Structure: Project-based co-investment.
- Transparency: Full visibility throughout
- Execution: Every project follows The Tale Excellence framework for quality and delivery

Why Tale:

- Deep local expertise in identifying high-potential properties.
- A Scandinavian development process rooted in structure and quality.
- A proven track record of delivering bespoke homes with strong returns.

The Market Opportunity:

- High demand for luxury properties from international buyers.
- Limited supply of truly high-quality, bespoke homes.
- A resilient real estate market with long-term value potential.

Let's Shape Tale's Next Chapter Together

Contact us to explore current opportunities.
Tale Development SL

EMAIL

Info@taledevelopment.com

WEBSITE

www.taledevelopment.com

INSTAGRAM

[@taledevelopment](https://www.instagram.com/taledevelopment)

PHONE/WHATSAPP

+34 123 456 789

TALE
Development