

LEXXUS NORTON



FOR US
EVERY HOME
IS SPECIAL

lexxusnorton.cz

CONSULTING

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EVERY HOME
IS SPECIAL**



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WHY CHOOSE LEXXUS CONSULTING?

LEXXUS NORTON has been involved in more than 300 development projects with a total capacity of more than 1,000,000 sqm of residential space during its 30 years of operation.

We see a project's preparatory phase as absolutely essential and during it all necessary adjustments can be made and the proposed project optimized to meet the customer's current requirements and needs. Our goal is to design a project attractive for clients and, at the same time, to maximize profit for the developer.



We pass our experience and comprehensive knowledge on to you!

The Consulting Department's advisory activities focus mainly on the preparatory stages of development, searching for investment opportunities and preparing market analyses for Czech and foreign developers, investors and banking institutions.

The LEXXUS NORTON Consulting team consists of **leading professionals with many years of valuable experience and perfect knowledge** of the real estate market.

We handle the following, for example:

Analysing the competition on the market

Assessment of a residential project's overall concept

Setting of recommended selling prices

Determination of the appropriate standard materials and fittings, apartment sizes and layouts

Tracking real estate market trends



DESIGN/ASSESSMENT AND OPTIMIZATION OF PROJECT CONCEPT



01

Suitable type of development

We assess whether the houses or apartment buildings are appropriate for the character of the area and recommend suitable building types.

02

Area solution

We propose the type of buildings that suit the specific parts of the area and the intensity of development. We identify suitable locations for shops, offices, restaurants, children's playgrounds, etc.

03

Architectural study

We evaluate the architectural design, the project's capacity, the orientation to the cardinal points, the layout of balconies, terraces and front gardens, the concept for parking spaces and cellar closets.

04

Division of construction into stages and sales

When assessing the division of a project into stages, we take into account the capacity, as well as the type, location and orientation of the buildings and their likely use. We estimate the sales progress in each stage of a project.

05

Mix of apartments

We recommend a mix of apartments appropriate to the location and expected target group of a project. We also deal with the sizes of the apartments in each category, etc.

06

Layouts

We analyze the layouts of each apartment in a project and propose modifications if necessary. The aim is to achieve optimum use of space and comfort for the users.

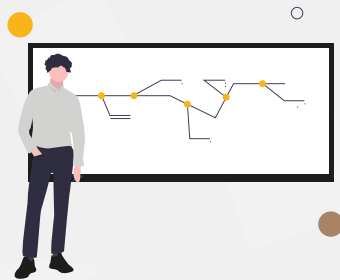
MACROANALYSIS



01

Market analysis

We monitor trends in the ownership and rental market, construction (number of units started and completed and building permits for a given time period), number of units offered and sold, price trends, availability of owner-occupied housing and market structure.



02

Functional use in accordance with the zoning plan and location

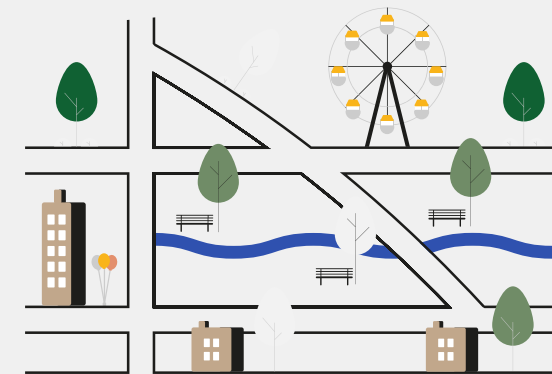
We evaluate whether it is possible to place buildings in the given location with respect to the current zoning plan or with respect to planned changes. We take into account the potential capacity of a project, the degree to which an area is built-up, the green space coefficients, the number of floors and other factors.



03

Transport infrastructure and civic amenities

We check transport access to a project. We assess the impact of planned changes to transport infrastructure on a project.



04

Demographics and target clients

We identify potential clients in terms of age, education, place of residence, etc. We look at demographic factors such as population trends, natural increases and migration, employment, ethnicity, density and age structure.

05

Location and civic amenities

We assess a location and evaluate the character of the surrounding development. We check whether there are schools, kindergartens, shops, doctors, restaurants and other civic amenities in the vicinity of a project.

06

Mortgage market

We analyse trends in interest rates, the volume of mortgage loans, the average amount of mortgage loans taken out, the conditions for providing mortgage loans and bank regulation.

COMPETITIVE ANALYSIS



01

Identification of direct competition

We analyse the closest competing projects in detail. We examine the competition's advantages and disadvantages, the mix of apartments and houses, price levels, standard materials and fittings used, completion dates, financing terms, etc. We also focus on the competition in the wider project area. In addition, we monitor the situation on the secondary market.

02

Price comparison

A price level analysis is always done on a comparable basis - we work mainly with the price per sqm taking into account balconies/ enclosed balconies/front gardens/cellar closets/parking spaces. We also monitor the prices of parking spaces and cellars if they are not included in unit prices. An analysis is carried out from various perspectives - according to the specific area, prices within a project or set of projects, prices according to apartment layouts, etc. The output is one of the main bases for the correct setting of selling prices.

03

Analysis by apartment category

We create analyses in terms of the mix of apartments and the sizes of individual apartments within categories. The analysis is carried out at the level of the required area or for a selected set of projects.



04

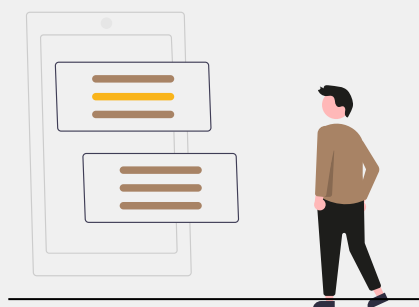
Own detailed database of development projects

We use internal data obtained through regular market analysis. We collect information on the size of a project, the completion date, number of apartments and houses sold, number of units in specific categories, prices and sizes of apartments and houses, parking spaces, standard fittings or financing terms. It is a basic source of information on which we base our price recommendations, the mix and dimensions of units and standard fittings.

05

Planned projects

We identify planned projects and compare their characteristics.



06

SWOT analysis

We analyse the strengths, weaknesses, opportunities and threats of a project under consideration.

SELLING PRICE RECOMMENDATIONS



01

Internal pricing model

We have the in-house know-how to set selling prices for projects. We base prices on the price level in the given location, we take into account the standard materials and fittings, as well as the character of a project. We then individually adjust the price of each unit taking into account its specifics, such as orientation to the cardinal points, location within a floor, layout, etc. This is a model in which the individual parameters are linked together to maintain the desired proportional differences between the units.

Our goal is to set prices so that each unit is competitive and the resulting profit for the developer is as high as possible, but taking into account the optimal time of sale and other parameters. The output is a price list for individual units and aggregated information showing, for example, the average selling price and unit sizes by category, which we also provide in graphical form.



02

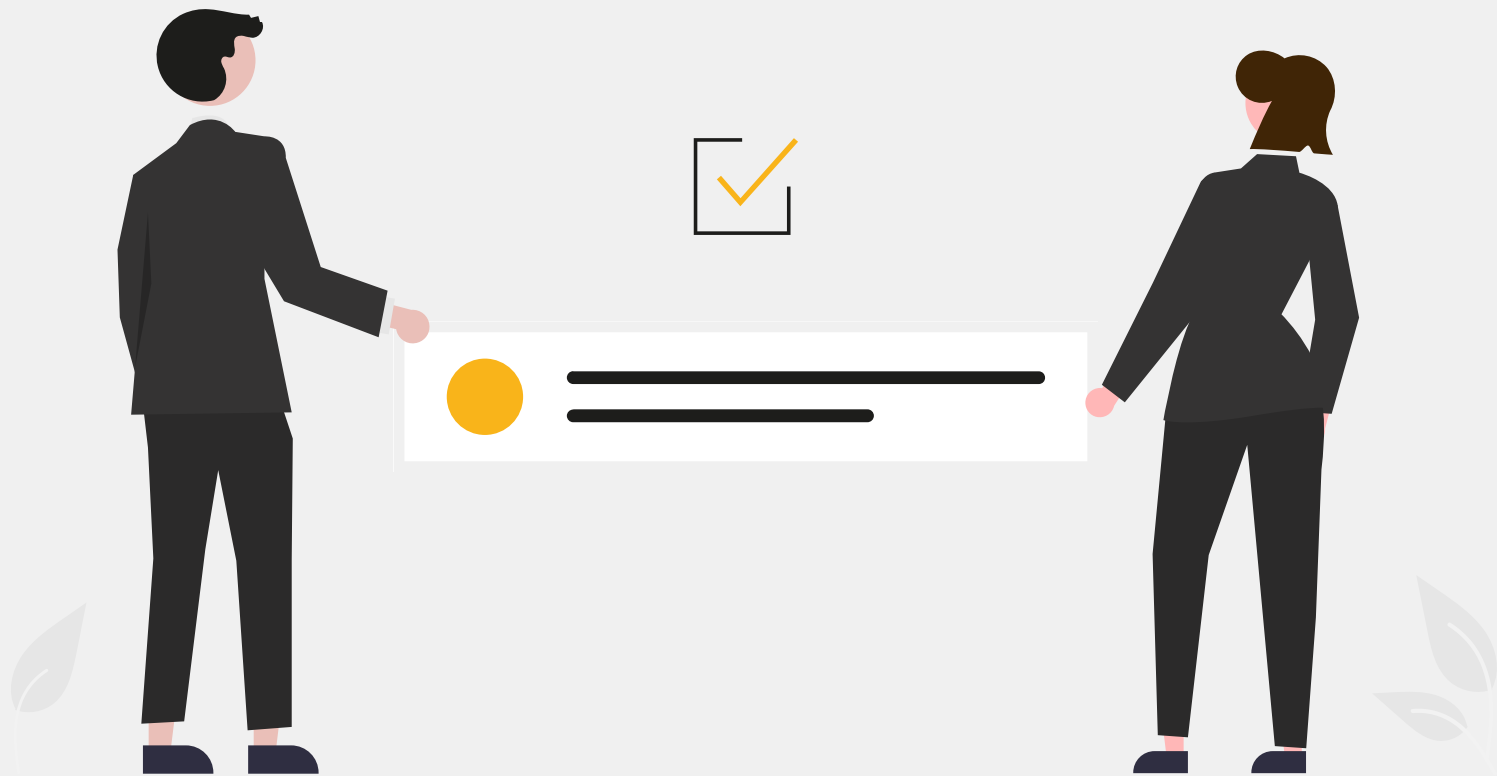
Basic parameters evaluated

Location, target group, standard materials and fittings and characteristics of a project, competition, layouts, location on a floor, which direction a unit faces.

03

Goal = achieving the optimum sales rate and maximizing the profit from an entire project

CONSULTING TEAM



Ing. Martin Rajtora

Martin specializes in preparing sales pricelists for new apartments and houses and in market valuations of residential real estate.

He joined LEXXUS NORTON in 2003 as a member of the expanding consulting department. Today, in addition to his main specialization, he also values development projects for acquisition purposes. In addition, as a part of the team he actively participates in setting up, consulting and optimizing new residential projects.

His previous professional experience was gained in the engineering and construction sector, where he worked for many years mainly in technical positions. He also worked briefly in the commercial division of an advertising company.

To date, Martin has priced more than 10,000 new apartments and houses at LEXXUS NORTON and has been involved in consulting for more than 200 residential projects.

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Jana Panochová

Jana prepares market analyses and actively participates in the assessment of development projects. During her time with the company, she has assessed and evaluated apartments in 80 projects.

She has been working at LEXXUS NORTON since 2017, but has been in the real estate market for a long time. In 1999, she started working at a real estate agency as an estate agent focusing on rentals, then specialized in apartment sales. She later worked as a sales team leader.

She has experience from a development company, where she was responsible for commercial preparation and sales of apartments as a project manager. She then worked for the company as a business centre manager, where she led a team providing legal services, sales and management of 200 apartments in development projects.

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Ing. Aleš Kadlečík

Aleš is mainly responsible for project coordination and data analysis of the residential market. He has been in real estate for more than 10 years.

In addition to the residential segment he is also very well versed in commercial real estate and finance. He is a long-standing member of the real estate investment trusts expert committee.

His previous professional experience was gained in an international consulting company. He has also worked as a manager in one of the leading expert witness institutes - in this role he helped prepare consultations and valuations for a wide range of properties, from residential projects to office and commercial real estate, as well as hotels.

He also has extensive experience in the field of corporate finance - he has a wealth of experience with valuing companies for the purposes of mergers, acquisitions, demergers or for the purposes of insolvency proceedings. He graduated in finance and valuation from the University of Economics and from a follow-up programme in real estate valuation at the Institute of Property Valuation.

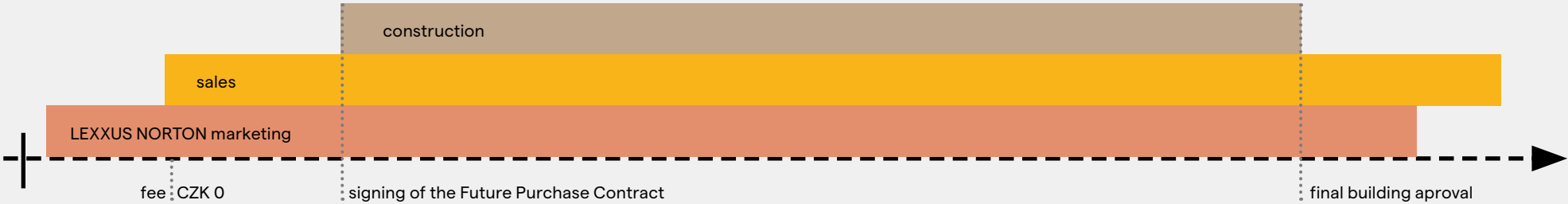
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COMPREHENSIVE SERVICES DURING DEVELOPMENT



COMPREHENSIVE SERVICES DURING DEVELOPMENT



Project assessment and Optimization

- Detailed analysis of the residential market
- Competitive analysis
- Project concept
- Unit layouts and sizes
- Standard materials and fittings
- Selling prices

Preparation of marketing

- Identification of the target group
- Creative concept
- Visualization, video and photo
- Catalogue sheets (floor plans)
- Brochure
- Preparation of the Media Plan
- PR
- Website preparation (responsive design)

Marketing and sales

- Launch of campaign
- Targeted mailing
- Execution of online and offline media (PPC campaigns, social networks, newsletters, real estate servers, billboards)
- Press releases
- Marketing feedback
- Guided tours at a project site

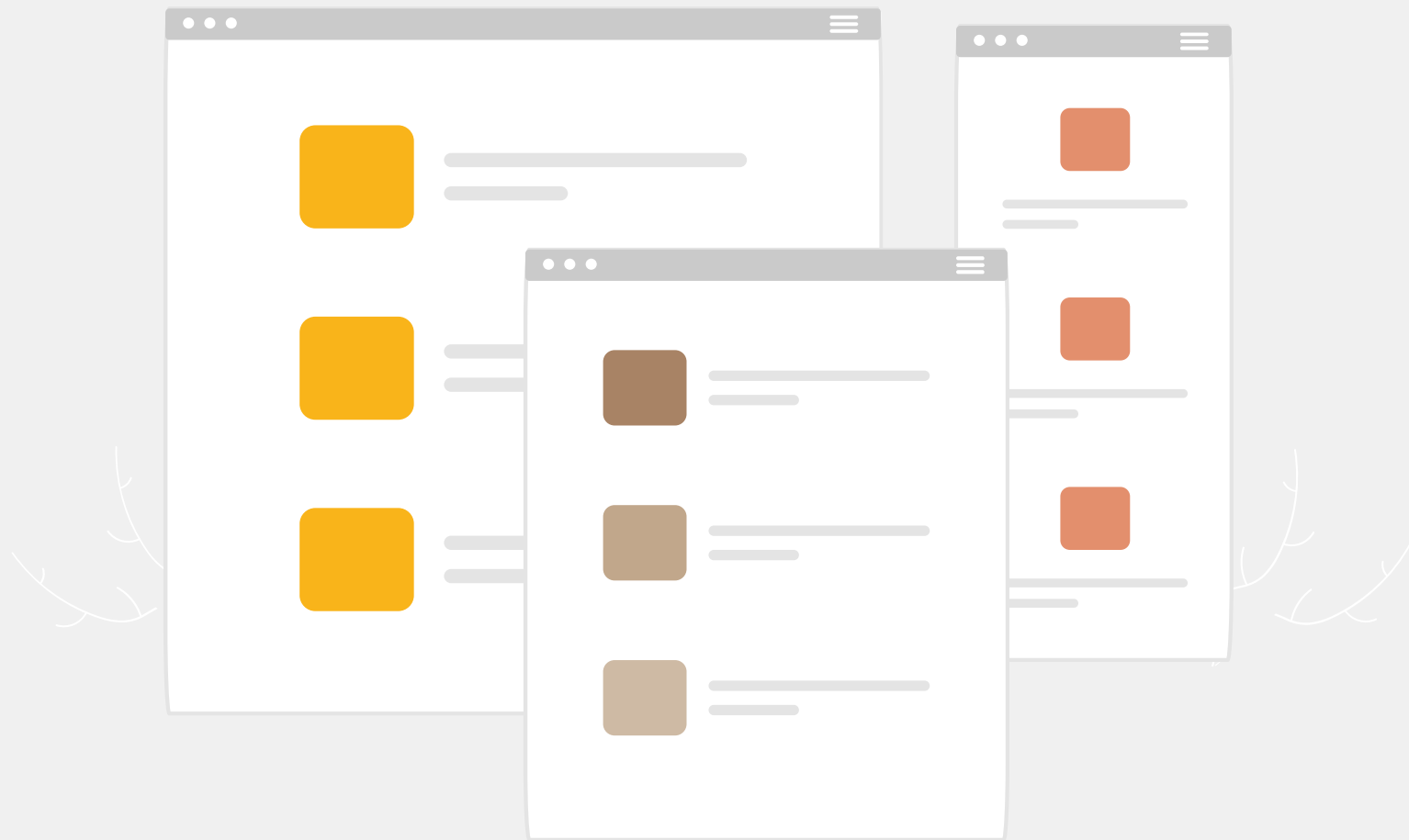
Additional services during sales

- Reporting of sales results
- Flexible customization of pricing
- Negotiation of contract terms with clients
- Communication of client changes
- Legal service
- Mortgage financing
- Continuous market analysis

Completion

- Participation in the handover process
- Signatures of contractual documents

REFERENCES & PROJECTS



PENTA

V INVEST

DARAMIS

STRABAG

 **UNICAPITAL**


Karlin Group

CPI
Property
Group


ubn
development


SWIETELSKY

 **KKCG**
Vision Beyond the Obvious

Star★Group Ltd.
Five Star Living

 **AFIDEVELOPMENT**


Invesco

J&T


HORIZON

Rezidence Riegrovy Sady



Rezidence Churchill



Rezidence u Boroviček







Tulipa City



Tulipa Třebešín



Kejřův Park





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