



# PREMIER ESTATE MANAGEMENT



EUROPEAN PROPERTY AWARDS  
REAL ESTATE

BEST REAL ESTATE  
AGENCY ROMANIA

2018-2019



**PREMIER ESTATE**  
MANAGEMENT

# SERVICES

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## AREAS OF EXPERTISE

# SALES & MARKETING SERVICES <sup>(1/2)</sup>

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Premier Estate Management is a leading residential estate agent, selling and letting some of the finest properties to our extensive database of purchasers and tenants

Luxury division – Our dedicated team is covering the market of the high end residential units located in the Central and Northern areas of Bucharest

We understand the highest standards of quality and integrity in global property transactional, management and advisory services\*



**€ 102,760**

AVERAGE PRICE /  
SOLD PROPERTY

**€ 287 MIL.**

IS THE MARKET VALUE OF  
THE APARTMENTS SOLD

**46 MIL.**

TRANSACTIONS  
VALUE IN 2020

**€ 219 MIL.**

IS THE VALUE OF  
APARTMENTS PORTOFOLIO



## AREAS OF EXPERTISE

# SALES & MARKETING SERVICES (2/2)

## SALES & MARKETING SERVICES FOR RESIDENTIAL PROJECTS

1



**CONSULTANCY  
FOR RESIDENTIAL  
PROJECT CONCEPT**

2



**CREATING  
the SALES &  
MARKETING  
STRATEGY**

3



**COORDINATION  
of the strategy's  
IMPLEMENTATION**

4



**COORDINATION  
OF MARKETING  
BUDGETS**

5



**COORDINATION OF THE  
ADDITIONAL SERVICE  
PROVIDERS – website,  
IT, creative department,  
PR, online real estate  
portals, OOH, etc.**

6



**FORMING AND  
COORDINATING the  
project's SALES  
TEAM**

7



**MONTHLY REPORTS  
regarding the sales  
targets fulfillment  
and the marketing  
activities**

8



**AFTER SALES  
SERVICES**



## AREAS OF EXPERTISE

# PROPERTY MANAGEMENT (1/2)

**ALINA GOLEANU**HEAD OF PROPERTY  
MANAGEMENT

Alina Goleanu is in charge of the Property Management department in The Estate, the partner agency of Premier Estate, specialized in Residential Property Management and rentals. She is an expert in finding the best solutions

for any situations may appear regarding the properties in The Estate portfolio. She leads the consultants team focusing on constantly improving the services' quality. Their clients are both new owners of at least one property in Bucharest and Real Estate investors, resident in 13 countries from the Dominican Republic to Australia. They offer guidance to their foreign clients in order to attune their expectations to the Romanian rental market particularities.

Before joining The Estate team 5 years ago, Alina had 6 years of experience in the hotels industry as Sales and Events Coordinator. apartments between 2006 – 2011.

Our business is destined to people who own one or several apartments for rent. We have created a product to ease them from all the worries regarding their properties. Basically, we take over all the administrative issues before and after the renting moment, by managing the apartment on their behalf.

Our services are structured on 3 levels:

**1****RENTAL PROCESS OF PROPERTIES****2****PROPERTY MANAGEMENT****3****FINANCIAL ADMINISTRATION**

Taxes related to rental incomes (for owners buying as individuals)

Our Property Management team is in charge of all time consuming details that show up after the new tenant enters the apartment:

- following the tenant's payments;
- informing the tenants when the rent and maintenance invoices are due;
- contacting them if they overrun the payment terms;
- sending payment notifications if necessary;
- solving technical problems, with focus on prevention
- keeping constant contact with the tenant on behalf of the owner, in order to have a prolonged rental contract (our average rental contract is 24 months, considering the Bucharest's average of one year)

Regarding the Taxes, our team takes care of declaring the contracts (also addendums, cancellations) at the Financial Administration and sending the amounts to be paid in due time.

## AREAS OF EXPERTISE

# PROPERTY MANAGEMENT (2/2)

## FINANCIAL OFFER

### 1 MONTH'S RENT + VAT

for the rental process of each unit, every time a new rental contract is signed;

**10%**

from the monthly rental value + VAT / month / apartment, for the Property Management process (minimum EUR 60 +VAT);

**210 EUR**

+ VAT / year / apartment, for the Financial Administration process.

## OUR EQUATION

PROFESSIONAL EXPERTISE

TIME SAVING SOLUTIONS

SINGLE POINT OF CONTACT

CLARITY AND CONTROL

RESULTS – ORIENTED



We solve all technical problems: floods, electrical system malfunctions or any tenant's request



We remind the tenant to pay in time the rent and utilities



We always keep in touch with the tenant and offer 24/7 assistance



We negotiate the terms of the rental agreement and register it with the Financial Administration

## AREAS OF EXPERTISE

# VALUATION AND ADVISORY

**CRISTIAN NICOLA**

HEAD OF VALUATION &  
ADVISORY

Earned an MBA with merit from Cotrugli Business School and a Master of Science in Property Development from the University of Portsmouth. He is active in several real estate organizations (ANEVAR, RICS) and is a Chartered Valuation Surveyor with expertise in real estate and business valuation.

While working as a property valuer and investment analyst with private clients as well as financial institutions, Cristian was involved in more than 120 development projects since 2008. As a real estate investment analyst, he examines and interprets market data in order to understand the impact this will have for investment decision making.

Our valuation team has built a strong professional reputation based on the impartiality and integrity of our advice. We are trusted by clients and banks alike

Our team also has the experience and expertise to value any type of asset, from real estate to plant and machinery as well as income producing properties

All our local reports are ANEVAR compliant, examined by our team of accredited RICS members, provided that reporting is clear and prompt to address the property fundamentals.

Our expertise include valuation of private and listed portfolios with market values over € 10M located across Romania for loan security, financial reporting purposes as well as insolvency procedures.

## OUR EQUATION



**PROFESSIONAL EXPERTISE**  
**TIME SAVING SOLUTIONS**  
**SINGLE POINT OF CONTACT**  
**CLARITY OF REPORTING**  
**RESULTS - ORIENTED**  
**MARKET COVERAGE**



# LARGEST ONGOING PROJECTS (1/5)





# LARGEST ONGOING PROJECTS (2/5)





# LARGEST ONGOING PROJECTS (3/5)



**324**  
APARTMENTS

**DARAMIS**®



# LARGEST ONGOING PROJECTS (4/5)





# LARGEST ONGOING PROJECTS (5/5)





# CONSULTANCY SALES & MARKETING





# PAST PROJECTS





# PAST PROJECTS



PALLADY TOWERS  
by Anchor Grup

199  
APARTMENTS





# PAST PROJECTS





# PAST PROJECTS





# PAST PROJECTS



**304**  
APARTMENTS



# PAST PROJECTS



# PAST PROJECTS





# PAST PROJECTS



**224**  
APARTMENTS



# PREMIER ESTATE MANAGEMENT

## CONTACT

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## AWARDS

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★★★★★  
BEST  
REAL ESTATE  
AGENCY  
ROMANIA



Best of the Best Winner  
Local Real Estate Agency



**BEST RESIDENTIAL SALES TEAM OF THE YEAR 2016**



**THE STRONGEST  
RESIDENTIAL TEAM, 2017**

imobiliare.ro



**CONTINUOUS INVESTMENT  
IN EDUCATION, 2017**

imobiliare.ro



**ENTREPRENEUR OF  
THE YEAR, 2017**

imobiliare.ro



**REAL ESTATE AGENCY  
OF THE YEAR, 2019**

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