

Reality of the Realty

WHAT IS SEEN BY OTHER SIDE

EDUARD FOREJT, CRE

Business Development Director
Vice-Chair
Chair
Fitwel Ambassador

PASSERINVEST GROUP
The Counselors of Real Estate (EU)
Czech Real Estate Experts
Fitwel Certification System

6th of October 2023

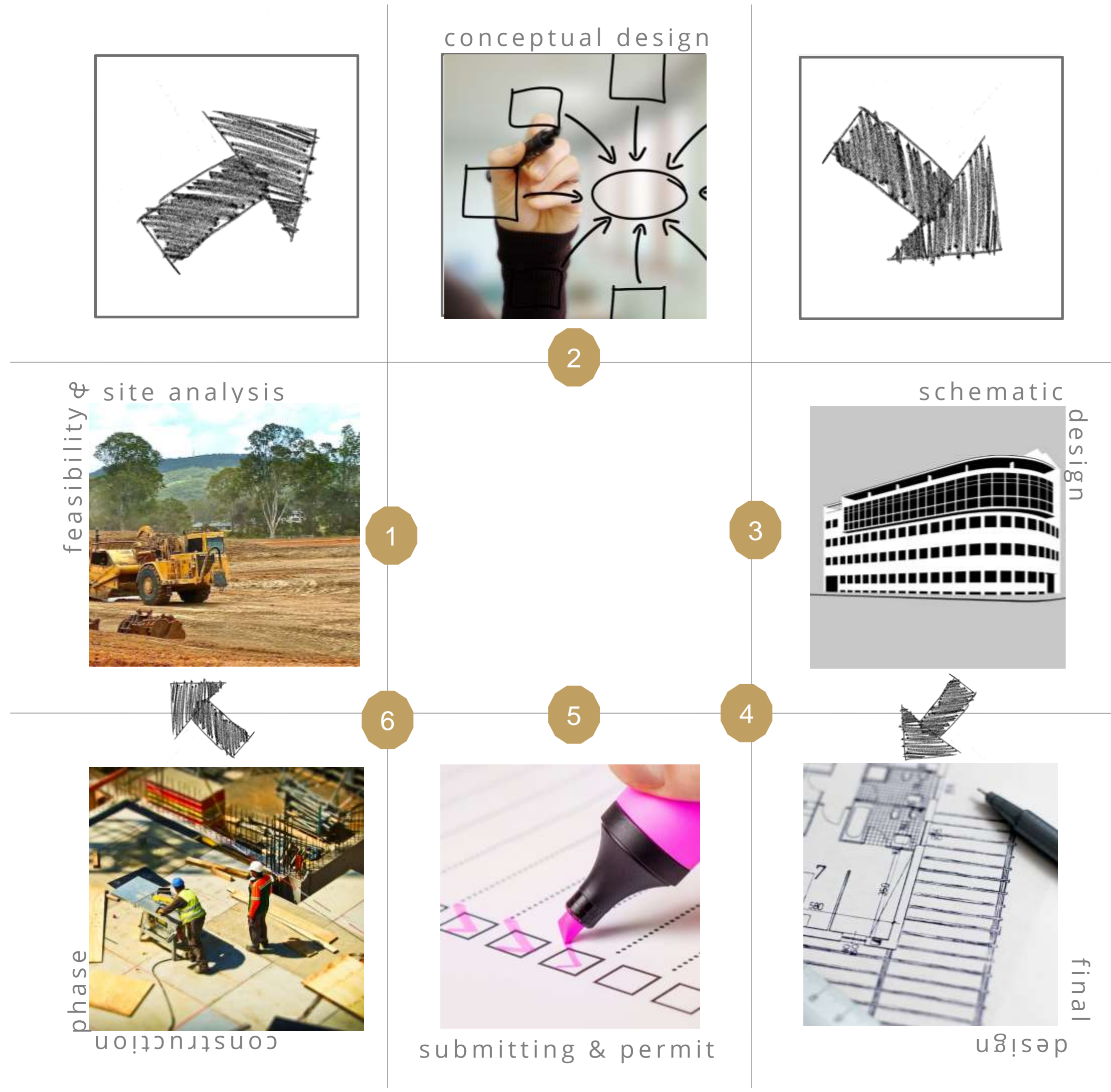


Passerinvest

3 influencers in one battlefield

LAND DEVELOPMENT LOOKS COMPLICATED, BUT IT ISN'T. IT ONLY REQUESTS A BROAD SCOPE OF EXPERIENCES.





Step by Step

LAND DEVELOPMENT IS EVERYWHERE SIMILAR; ONLY USERS AND LIMITS AREN'T





Where is an issue?

TODAY IS ALREADY DEEP HISTORY

Everything presented in today's session will be forgotten within the next two years.
Fortunately, there are unchangeable principles.

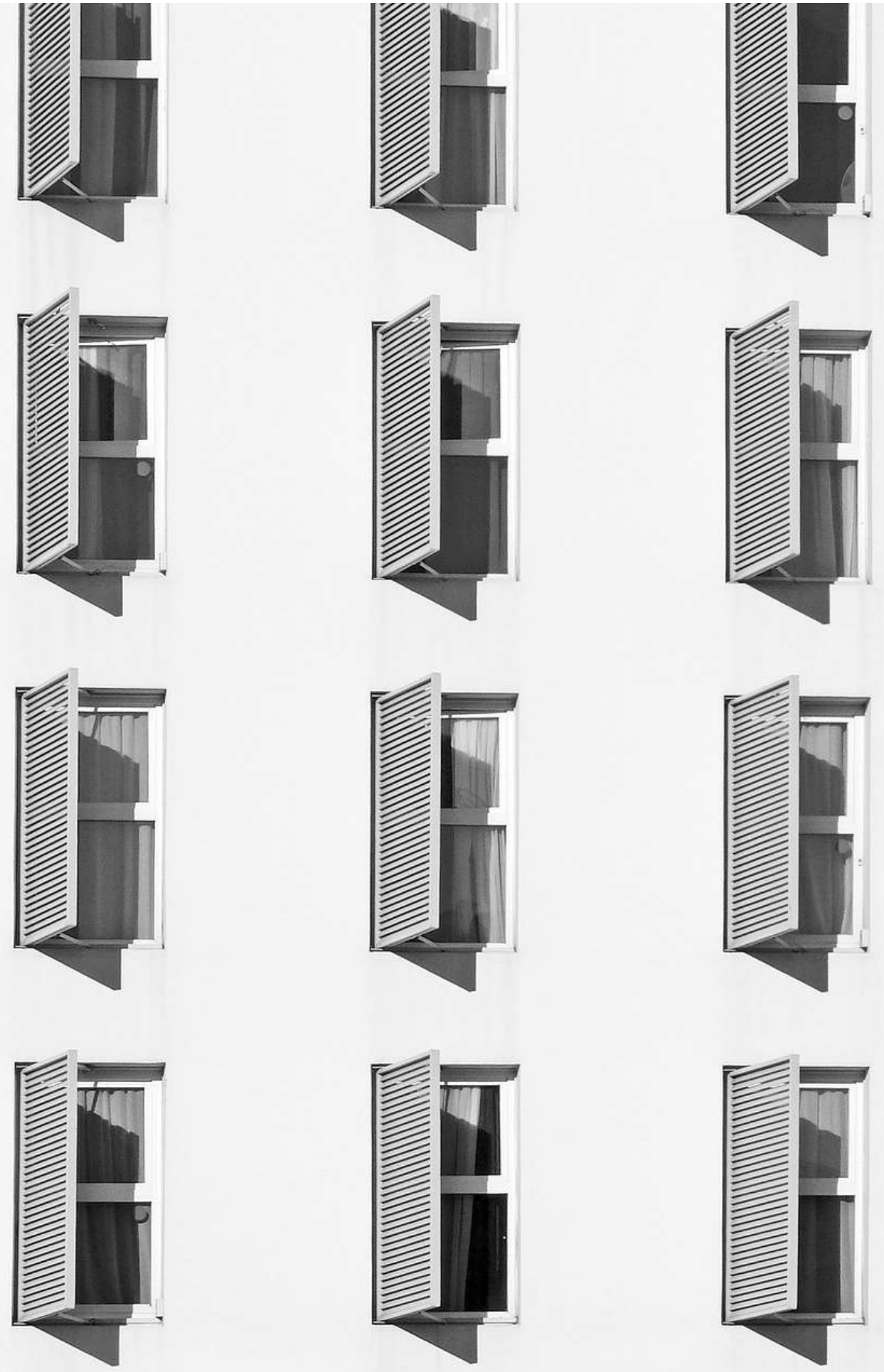


01

SERVER ?
DURING THE CLOUD ERA?



OPENABLE WINDOWS?
TO WARM AIR?



02



03

STABLE
WORKSTATION?
FOR WHOM?



Where is an issue?

THE TECHNOLOGY BEHIND THE BIG CHANGE OF RE

Or do you think architecture is not being forced to change?



unenforceable architecture

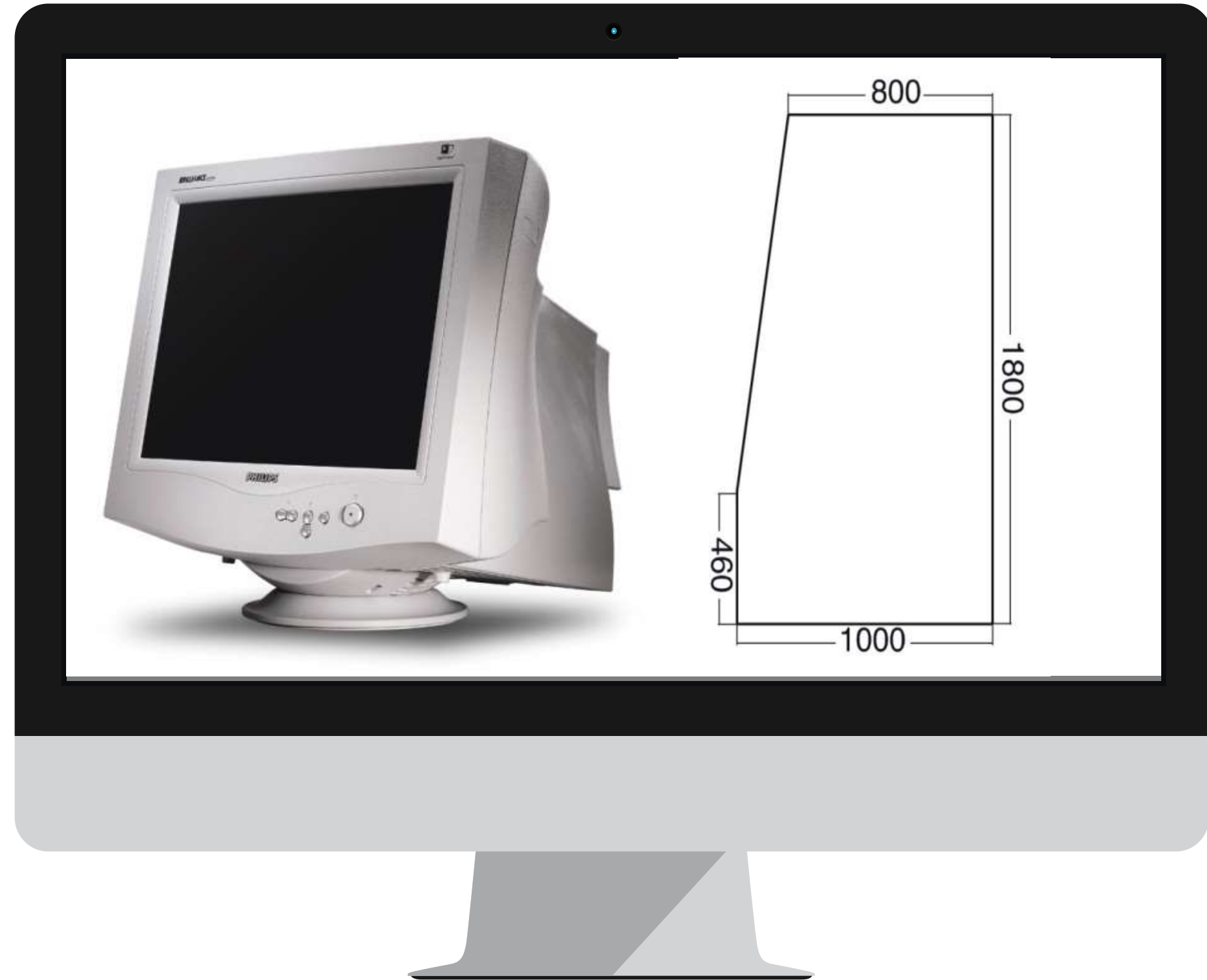
AND WHAT ABOUT THIS?

CHANGE OF MONITORS FROM CRT TO LCD CHANGED NECESSARY DEEP OF THE TABLE

IT CHANGED THE NECESSARY SPACE FOR WORKSTATIONS

AND IT CHANGED THE FACADE MODULE OF THE BUILDINGS

HUPSSS AND WE HAVE CHANGED ARCHITECTURE BY A SELECTED MONITOR





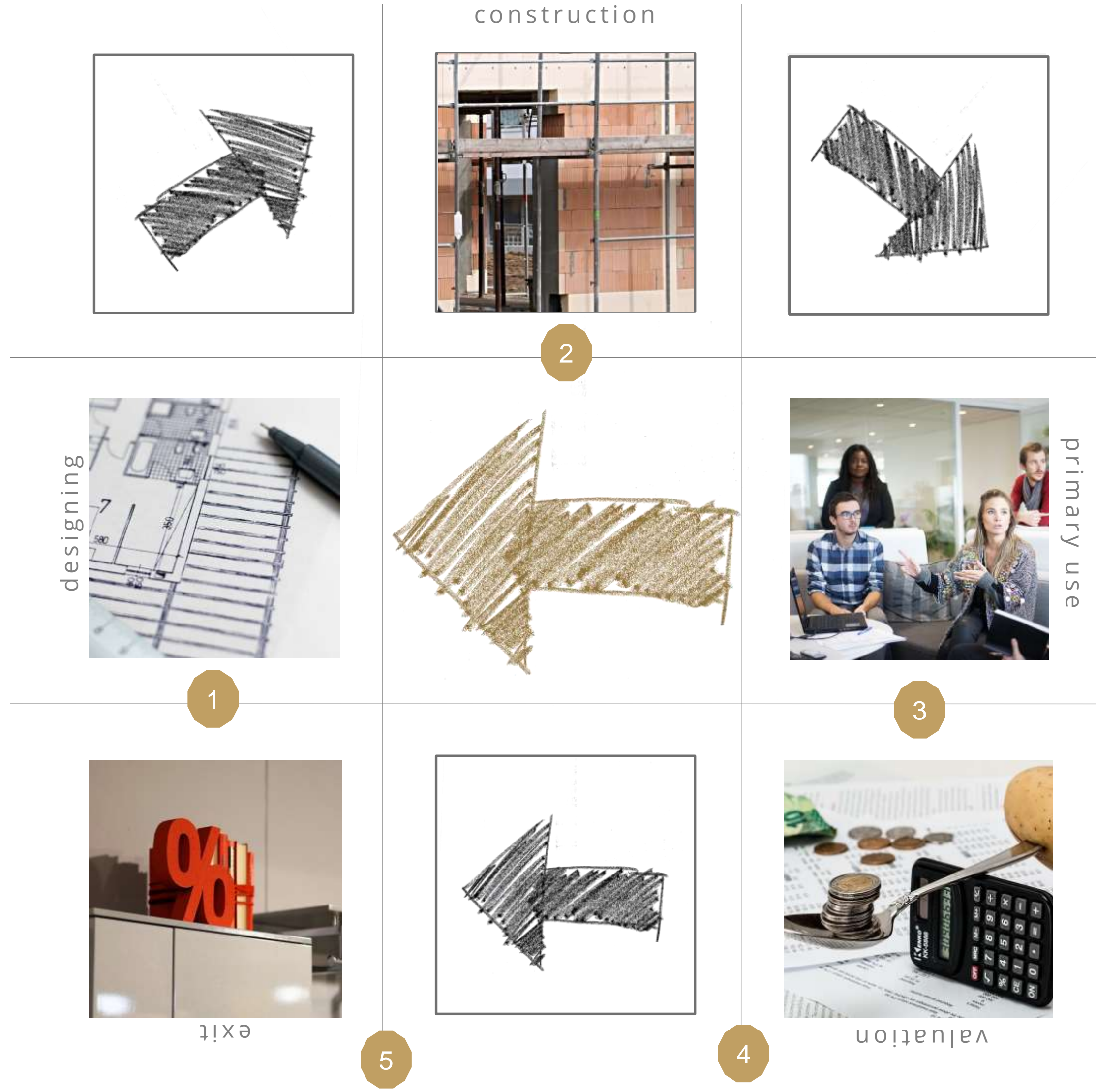
Where is an issue?

IF THERE IS EVERYTHING CHANGEABLE, WHAT IS STABLE

There is at least one stability in the changing world.







User as a baseline

THE END OF THE PROJECT IS ITS REAL BEGINNING

A zoning permit is just a limit, it is not real the baseline for the development. The user is the key.





Where is an issue?

**REAL SUCCESS? IT REQUESTS PERFECT
KNOWLEDGE OF WHAT THE MARKET WANTS**

But who knows?



Demand as a baseline

RIGHT DEFINITION OF USAGE

To achieve the right definition of the usage we need to know demand and absorption



COMERCIAL

- OFFICES
- WAREHOUSE
- RETAIL



Market Research

Market data will show you the baseline for estimation of:

- absorption by space type
- orientation level of rent/sale per m², i.e. baseline for exit

Sources:

- internet – orientation research
- cooperation and consultation– detail research



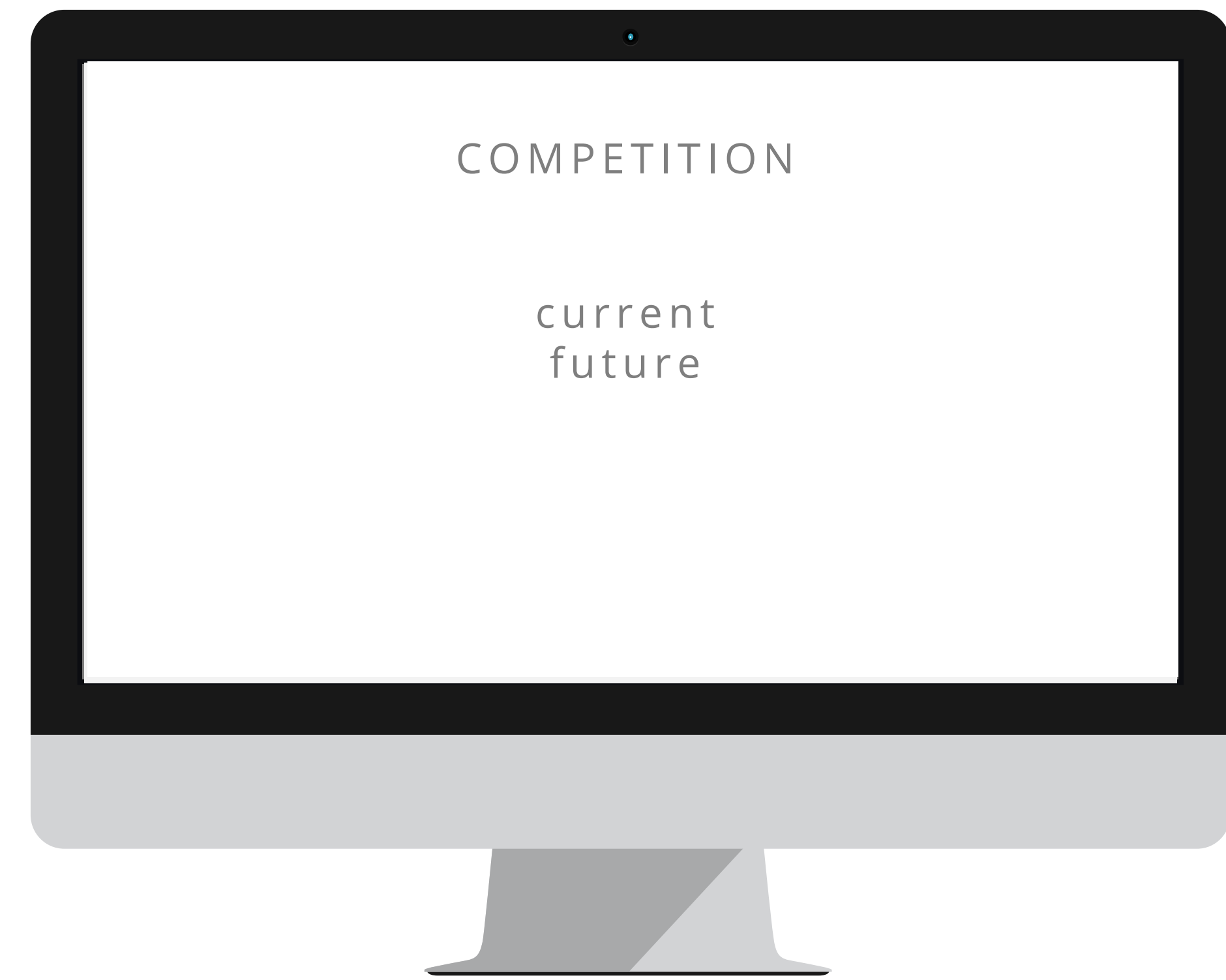
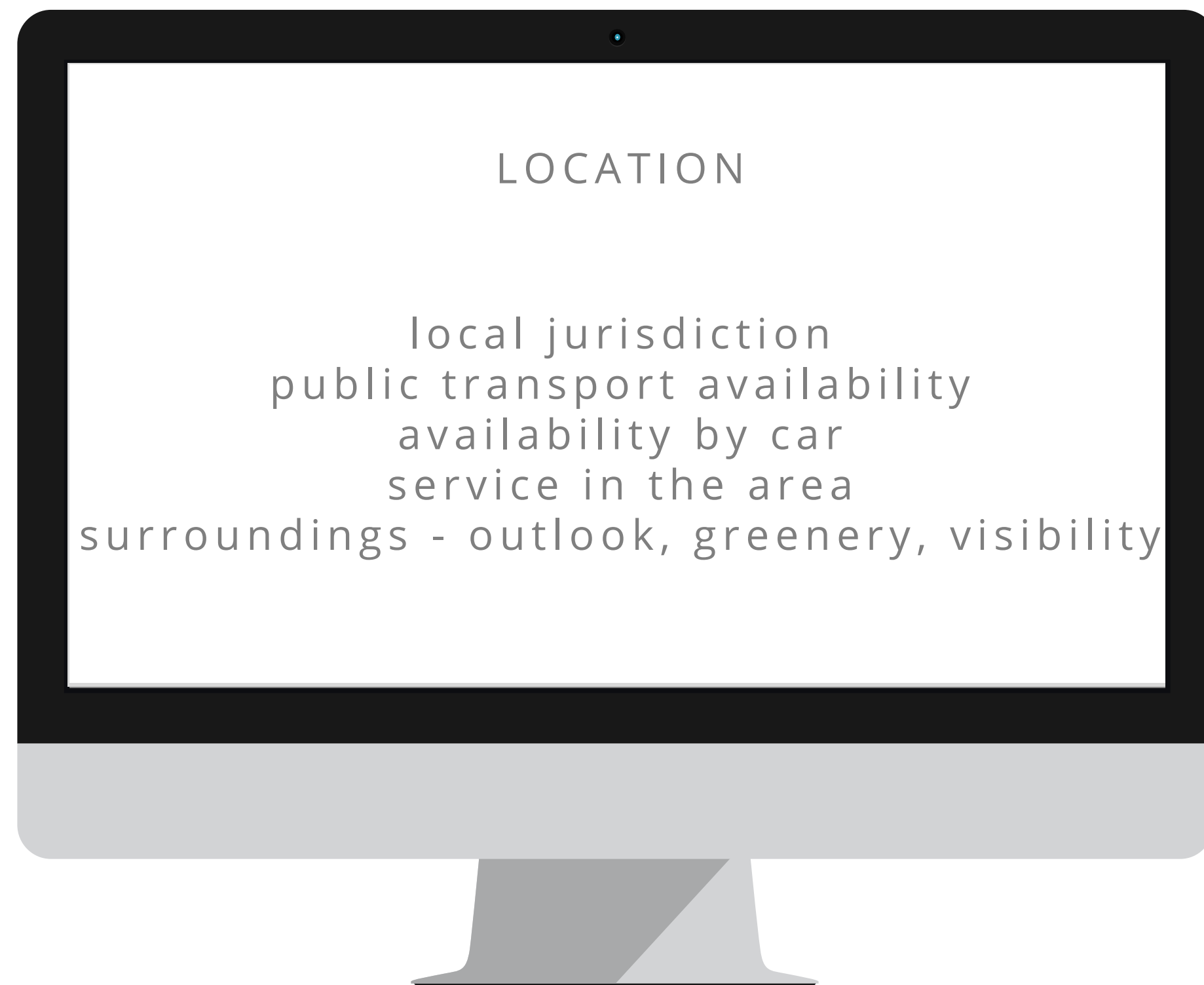
RESIDENTIAL

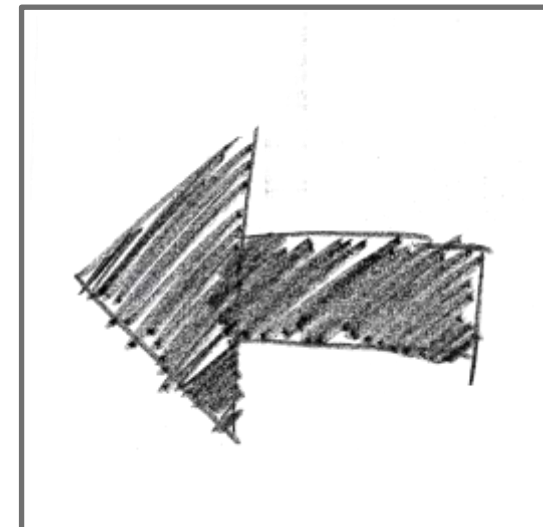
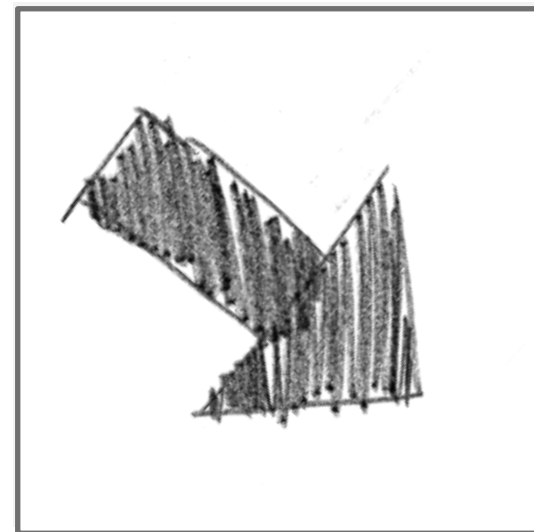
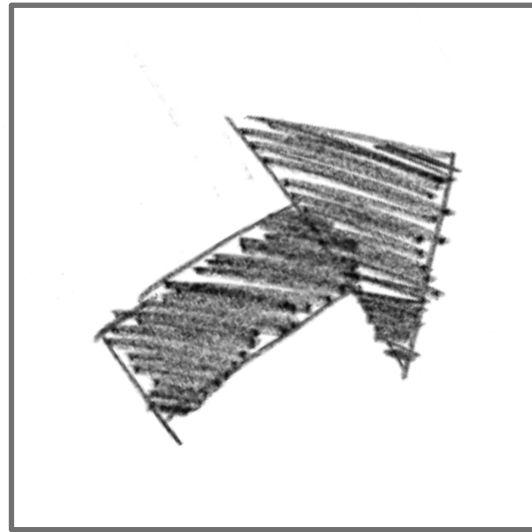
- HOUSES
- FLATS



Demand as a baseline

FACTORS AFFECTING ABSORPTION





Demand as a baseline

FACTOR OF FUTURE SUCCESS - LOCATION

COFFEE

RELAX

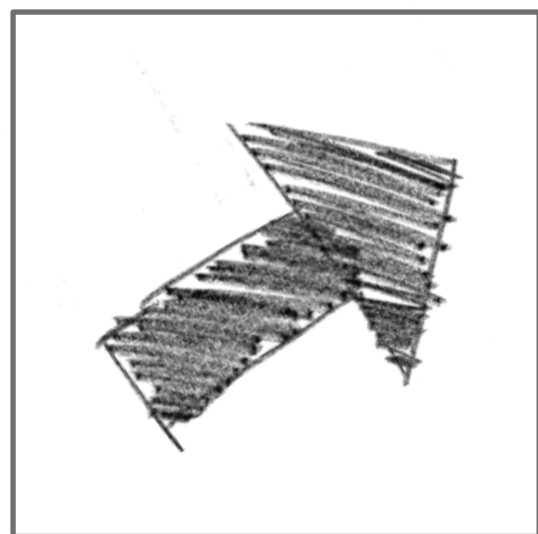
KINDERGARTEN

CULTURE

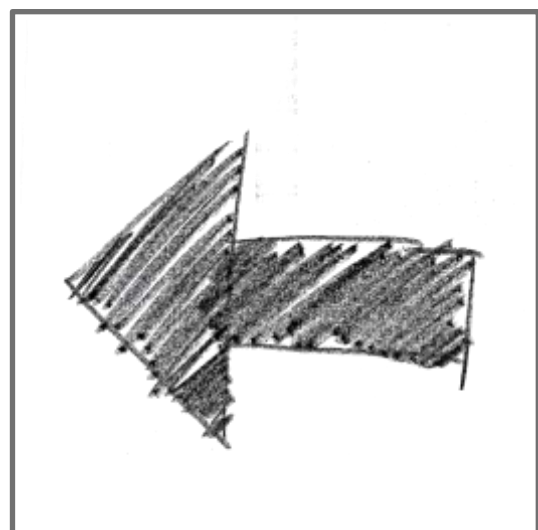
EXHIBITION

PHARMACY





VS.



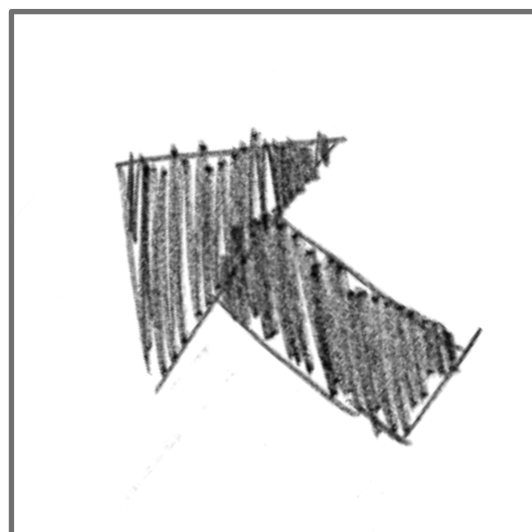
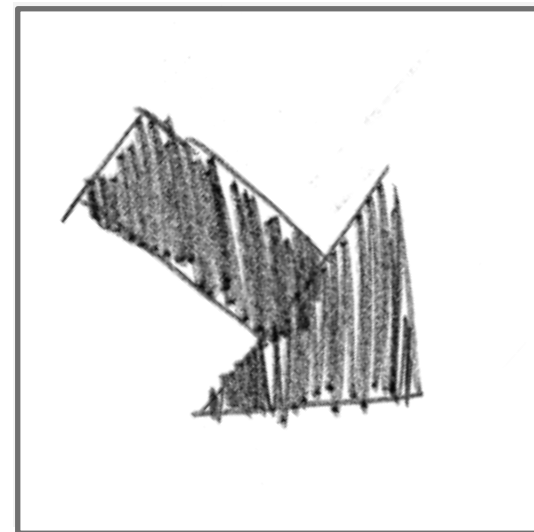
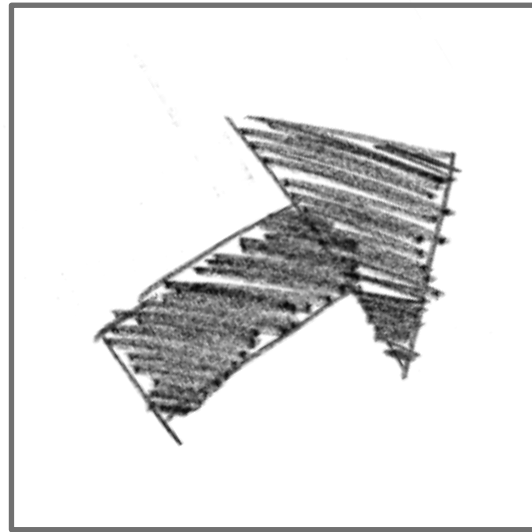


Where is an issue?

WHY IS THE LOCATION MORE IMPORTANT THAN FINANCE?

Because rent represents only 10% of the total costs per work labour





Demand as a baseline

FACTOR OF FUTURE SUCCESS - COMPETITION

CURRENT

- AVAILABILITY
- QUALITY
- PRICE

FUTURE

- AVAILABILITY
- QUALITY
- PRICE



Roztyly Plaza

Tomíčková, Prague 11

AVAILABLE OFFICE SPACE

10,864 sqm

SERVICE FEES

120 CZK PER SQM P.M.

RENT FEES

18.50 EUR PER SQM P.M.

PARKING FEES

130 EUR PER PLOT P.M.

BUILT YEAR

UNDER CONSTRUCTION

UNITS

ground floor	1464m ²	Free from: Q2 2024
1st floor	3470m ²	Free from: Q2 2024
2nd floor	3697m ²	Free from: Q2 2024
3rd floor	3697m ²	Free from: Q2 2024
4th floor	LEASED	n/a
5th floor	LEASED	n/a
6th floor	LEASED	n/a





Where is an issue?

**THE MARKET RESEARCH
OFTEN FINDS THE DIFFERENT WAY
HOW THE PROJECT IS APPLICABLE**

It often happens that the project, after finding out the market situation, stops giving economic sense.



Demand as a baseline

ONE PROJECT AND TWO POINTS OF VIEW

Money is the king and you can find them inside of the project





Where is an issue?

ONGOING TENDENCY TO MAXIMIZE PROJECT WITHIN AND OVER THE LAND LIMITS

In the past, the tendency of projects to extract the maximum possible areas.
Often despite the resistance of architects.
The user, fortunately, often has managed to regulate these demands by adjusting their
needs for efficiency and flexibility and space utilization.



PROJECT

EFFECTIVE VERSUS NOT EFFECTIVE

What came first? Chicken or the egg? Hipster or cell phone? Buttock, or a chair?



commercial

- OFFICES - divisibility, depth of tracts, WC location ...
- STORES - number of ramps, clearance height, load capacity, column module
- RETAIL - divisibility, blind aisles, controlled flow of customers



residential

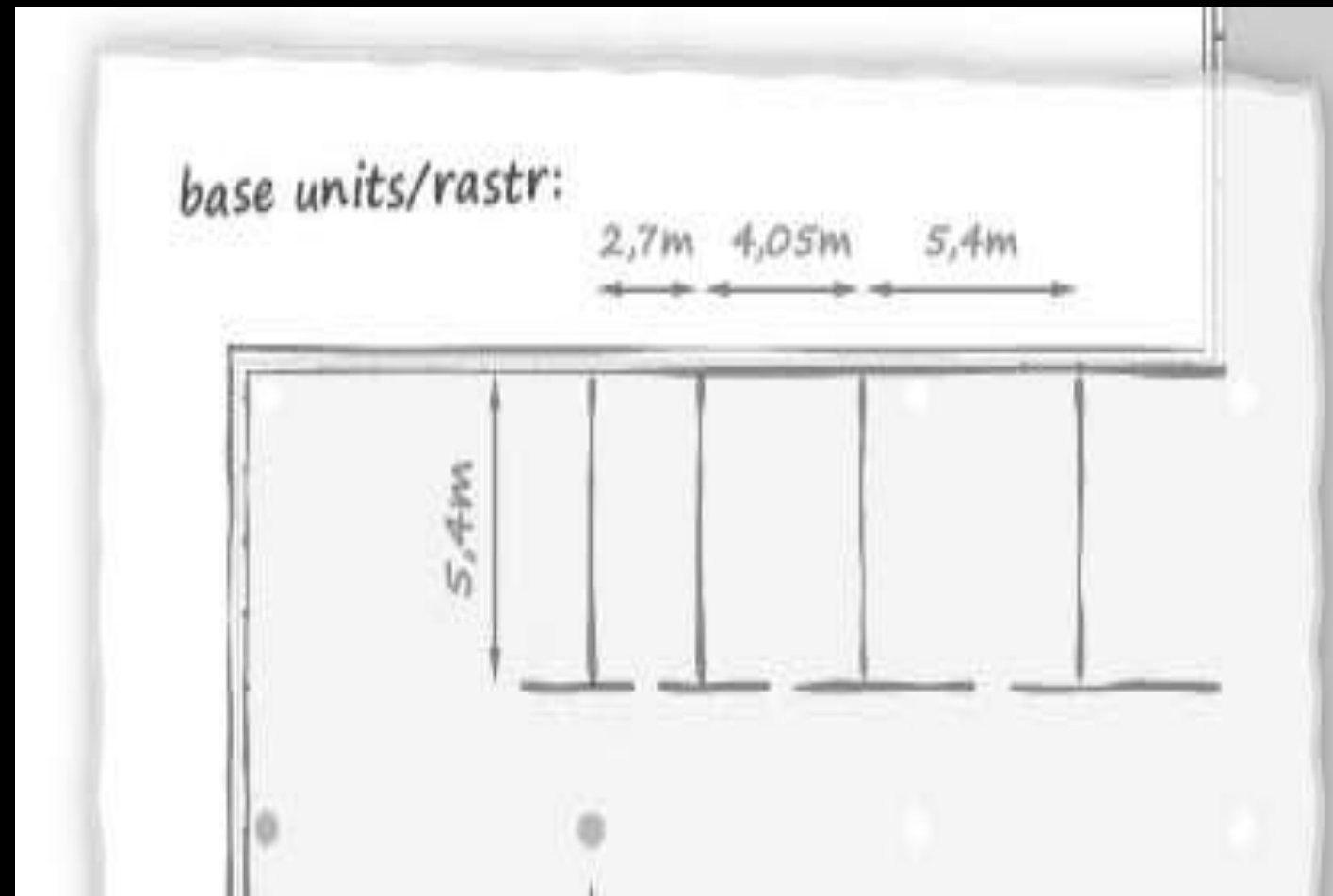
- HOUSES - number of bathrooms, stair position, windows orientation
- APARTMENTS - south orientation, vertical communication, unit size



PROJECT

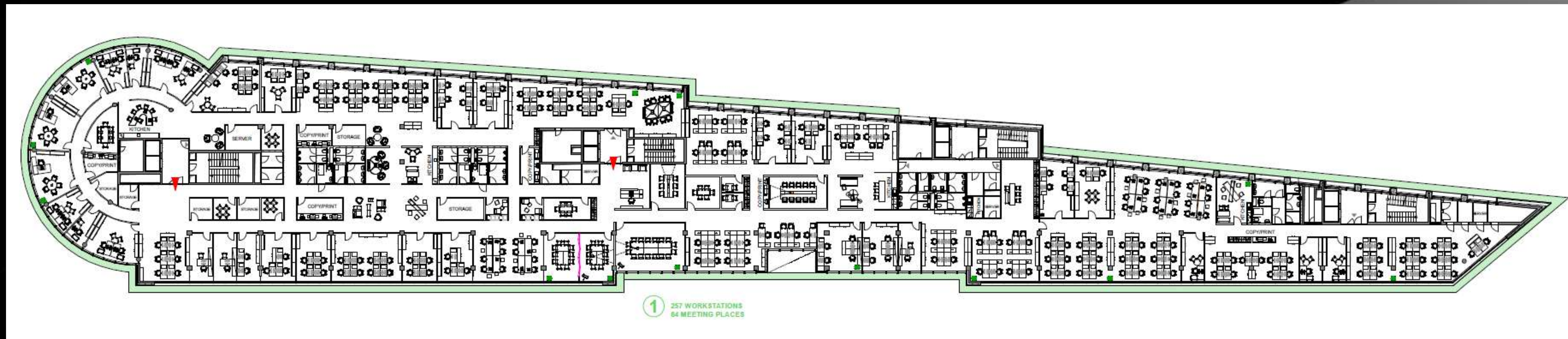
NON EFFECTIVE EXAMPLE





PROJECT

EFFECTIVE EXAMPLE





COFFEE BREAK

RELAX

CHAT

ENJOY

DANCE

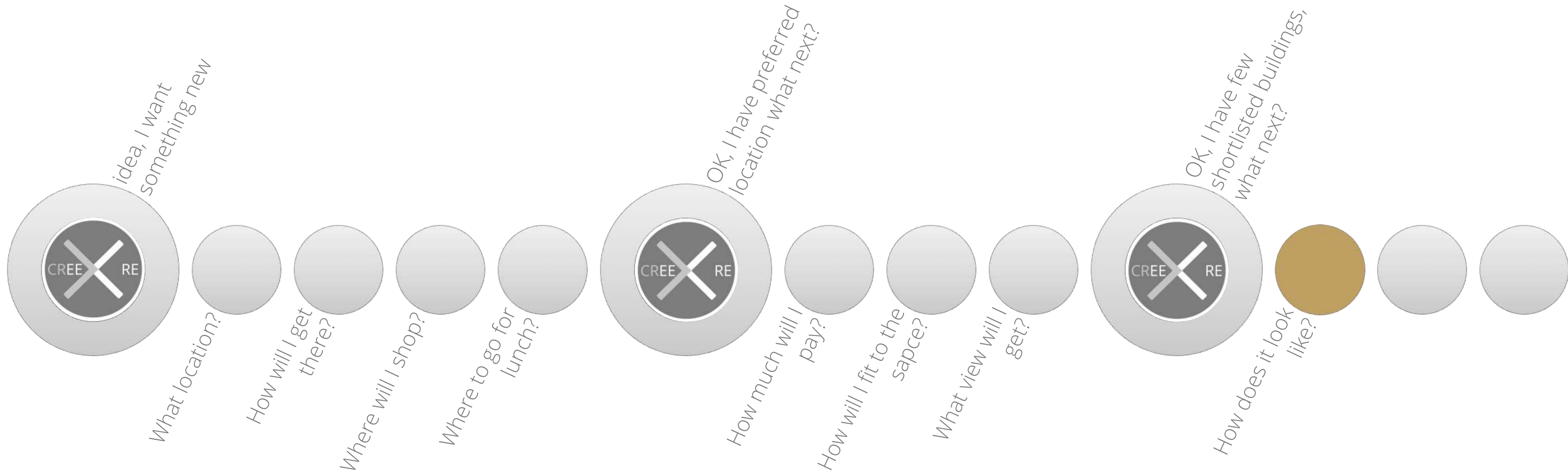


Where is an issue?

LANGUAGE OF INVESTORS IS MONEY, WINNERS KNOW IT

From the point of view of the project priorities, it is always necessary to think about where the future yield will come from.
The frequent mistake we encounter in commercial real estate is too much concentration on the underground, garages, entrances. If a building affects its future user, then we must focus on its priorities.
The investor wants as many priorities as possible, i.e. needs to get closer.





BUILDING VOLUME

there is no universal
building
users prefer both
skyscrapers and
smaller objects



FRONT FACADE

determines the
perception of an object
by a wide audience



SURROUNDING

within their own land it
is necessary to deal
with garden
architecture



MAIN ENTRANCE

entrance must be
clearly identifiable and
representative



RECEPTION

rendering has to create
an emotion of respect,
solidity and space



FLEXIBILITY

the internal layout of
the floors must be able
to separate smaller
units, ie a floor of
1,000m² min. to 4 parts



WC

optimally accessible
from elevator lobby,
emphasis on detail -
large mirror, storage
area, etc.



VIEWS

avoid any faulty
elements in the project,
such as fixed shading,
matt pre-façade, etc.





IDEAL BUILDING, DANGEROUS MYTUS



BUILDING AREA, KEY FACTOR



**I WILL JUDGE
YOUR FIRM IN
THE BUILDING
RECEPTION**

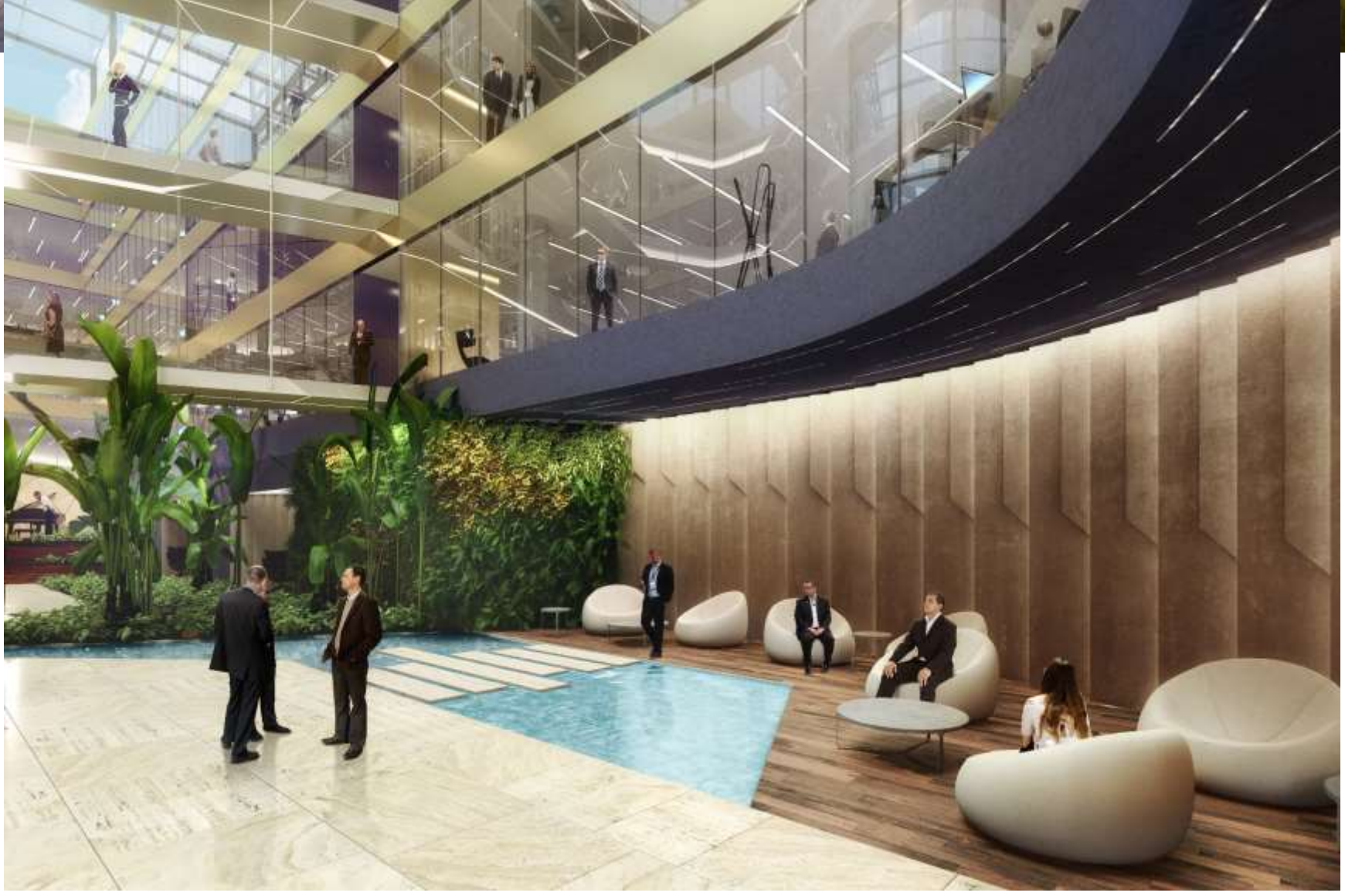


WC WORKS AS REFERENCE

(SIMILLAR TO THE RESUTARANTS)



THE GENERAL CONCEPT IS KEY



**AND BELIEVE IN UNICORNS,
BECAUSE THEY EXIST ;)**





GET IN TOUCH WITH US

Your Real Estate Voice

LOCATION

CZECH REPUBLIC
PRAGUE

CONTACT US

EDUARD.FOREJT@CREEX.CZ
+420 776 396 330

VOICE OF REAL ESTATE