THE CONCEPT | 15 YEARS

Sales, Capital & Advisory

for Developers & Investors



RESIDENTIAL · CAPITAL MARKETS · ADVISORY

A Growing Pan-European sales and advisory platform

The Concept is a real estate sales and advisory platform supporting developers and investors across Central and Eastern Europe.

15+
years experience

130+
residential developments managed

6.000+
apartments commercialized

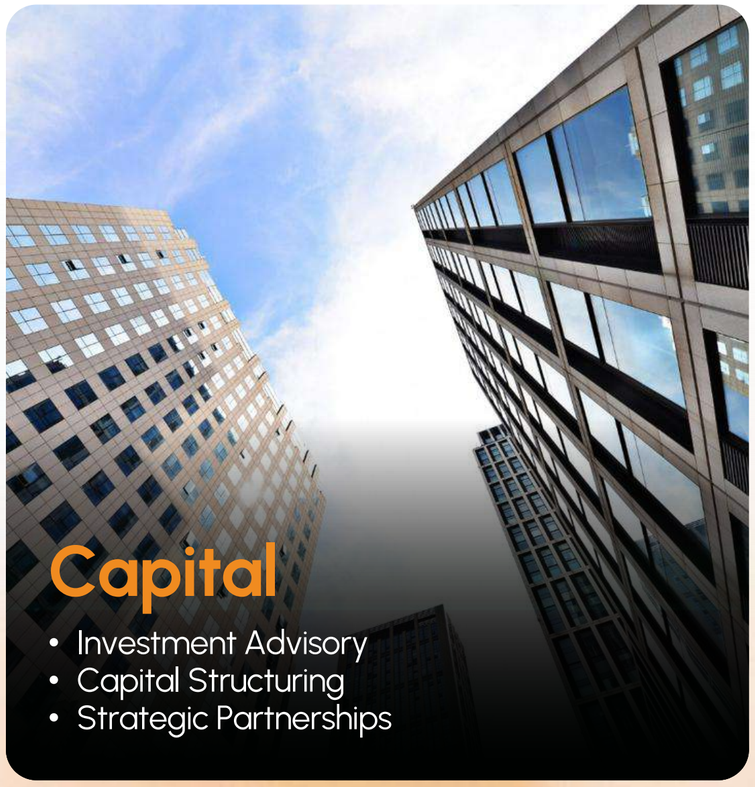


offices in Bucharest and Warsaw

Supported by a growing ecosystem of investors, partners and industry professionals across CEE.

We operate across three core dimensions:

Capital, Strategy and Execution



Capital

- Investment Advisory
- Capital Structuring
- Strategic Partnerships



Strategy

- Market Intelligence
- Product Positioning & Pricing
- Development Strategy



Execution

- Marketing & Brand Positioning
- Sales Management
- Sales Teams & Broker Networks

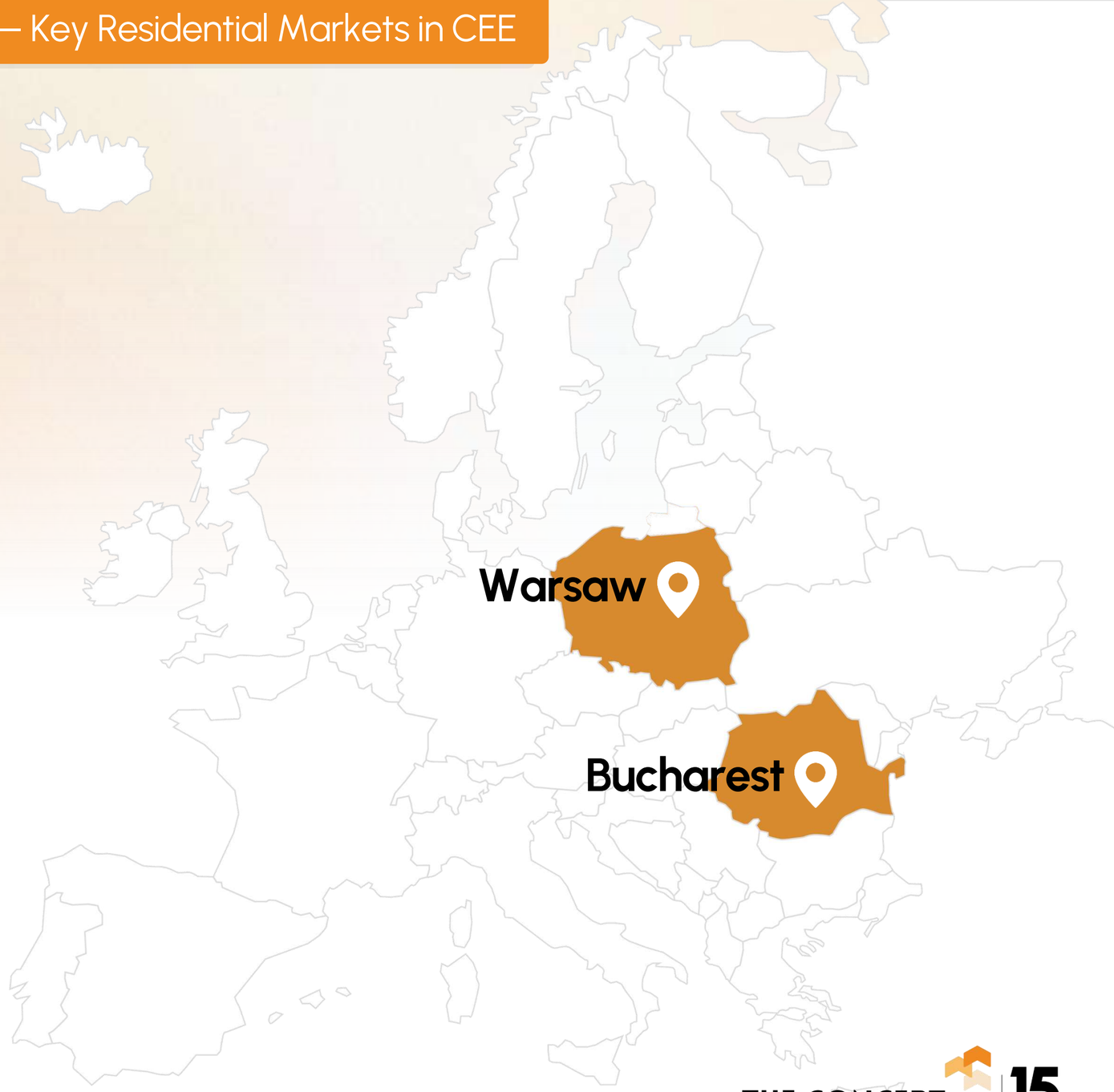
Romania and Poland — Key Residential Markets in CEE

Romania

- Structural **housing deficit** in major cities
- **Strong demand** for newly built residential units
- **Attractive development margins** vs CEE peers
- **Increasing need** for professional commercialization & advisory

Poland

- **Largest residential market** in Central & Eastern Europe
- **Strong economic fundamentals** and urban growth
- **Increasing presence** of institutional capital
- More mature and **competitive development environment**



Together, Romania and Poland represent a **balanced opportunity** across emerging and maturing residential markets in CEE.

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Our Track Record

Proven experience across residential developments, supporting developers through multiple project cycles.

130+ developments • **6,000+** apartments • **15+** years experience



Prima Solis
Bucharest E, 1.600 Units

Prima Astera
Bucharest W, 491 Units





CitiUs
Cluj-Napoca, 770 Units

City of Mara Forum
Timișoara, 400 Units





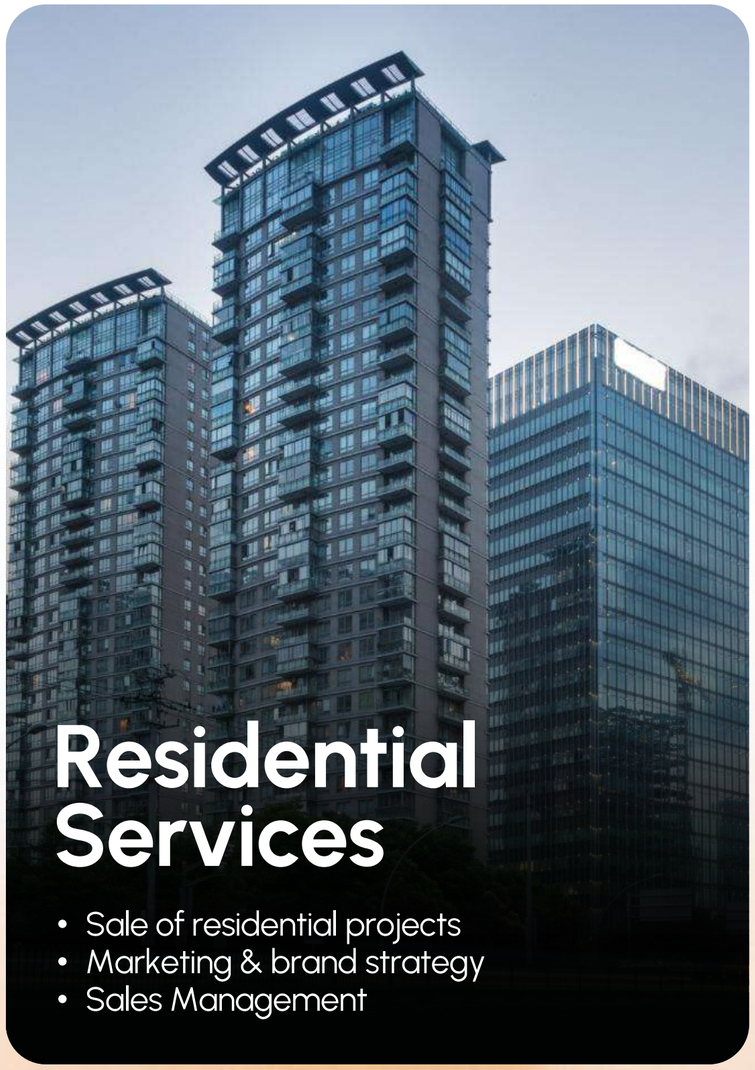
The Lake Home
Sibiu, 528 Units

Avanera
Bacău, 200 Units



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Our Services



Residential Services

- Sale of residential projects
- Marketing & brand strategy
- Sales Management



Corporate Advisory

- Market studies & feasibility analysis
- Product positioning & pricing strategy
- Development advisory



Capital Markets

- Equity placement & investor sourcing
- Joint-Venture structuring
- Land, Retail & Hospitality transactions

Why Developers Choose The Concept

Integrated platform

strategy, sales and capital in one place

Developer mindset

understanding of project economics and risk

Proven execution

experience across multiple residential developments

Cross-market perspective

operating across emerging and mature CEE markets

THE CONCEPT 15 YEARS

We help developers and investors structure capital, position projects and accelerate sales

From strategy to sales and capital structuring, we are involved at every stage of the development process

Let's Explore Your Next Development Project



THE CONCEPT | 15 YEARS

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