

Svoboda & Williams Partner of the Real Estate Forum Brno 2019 Conference

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Svoboda & Williams

Documents attached:



The first year of the professional conference entitled Real Estate Forum Brno 2019 took place on June 10th at the Hotel International. Its central themes were current real estate market trends, transactions, how the Brno Zoning plan will transform the city, and up-and-coming residential projects. Representatives of Svoboda & Williams, one of the main partners of the conference, delivered a presentation in the “Real Estate Market Status and Trends” block and participated in all panel discussions. The entire conference was moderated by Jiří Václavek.

The first to speak in the opening block of the conference was Svoboda & Williams’ main analyst Jana Volavková. Her presentation, “A Perspective on the Premium Residential Property Segment in Brno,” included, among other difficult issues that the market in Brno is presently experiencing, the current trends in the premium segment. She summarized Svoboda & Williams’ findings and statistics about the premium real estate market in Brno, which has enormous potential for growth.

Just like in Prague, the interest in luxury properties is also very high in the second largest city in the Czech Republic. According to the agents of Svoboda & Williams, the supply of this level of housing in Brno is insufficient. If a developer could manage to realize a high-end residential project, the units and space within it would all be successfully sold. In order to guarantee this outcome, however, the right marketing strategy is key, as Prokop Svoboda, owner of

Svoboda & Williams, emphasized in his concluding presentation. Clients in Brno are motivated to purchase properties in Brno by their interesting rental revenues, which are currently around 4-5%.

In the remaining blocks and presentations, representatives of other companies focused on questions concerning the current situation in the Brno residential and commercial property market. Ludvík Juříčka from the Havel & Partners law firm touched on the amendment of the Building Act, and Milan Dembowski discussed different ways to finance properties from the perspective of Komerční banka. Lukáš Netolický of Cushman & Wakefield spoke about the office market in Brno, and his colleague Radka Novak's presentation was on the workplace environment and how to improve it.

The conference concluded with a segment on what the future will bring in terms of the new zoning plan as Filip Chvátal, a Brno city council member, elucidated, as well as in terms of the possible transformations of dilapidated buildings and brownfields. Omar Koleilat from the Crestyl real estate development company focused on the Tesco building in Dornych and presented his vision of how this area could be changed into an architecturally unique multifunctional complex. Finally, Milan Kratina from the Accolade group revealed their plans for the Brno airport.