

**svoboda&williams**

PRAGUE REAL ESTATE CONSULTANTS

**COMMERCIAL REAL ESTATE SERVICES - COMMERCIAL LEASING**  
**Office, Retail, Warehouse Space**



**CREATED BY: SVOBODA & WILLIAMS s.r.o.**

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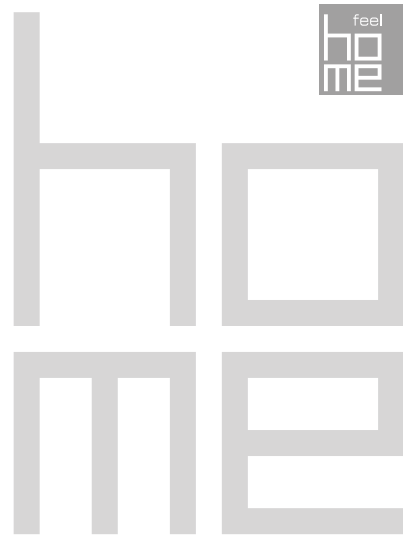
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## svoboda&williams

### INTRODUCTION

SVOBODA & WILLIAMS is a dynamic local real estate agency. Established as EHS back in 1993, the company has evolved into a dynamic full service agency providing investors, landlords and tenants with a breadth of real estate service support and consultation in both the commercial and residential real estate markets. Given our longstanding presence on the market we have come to know the marketplace in great detail and want to share that knowledge with our clients.

In terms of **commercial real estate** S&W has been focusing its efforts in serving the needs of **small medium enterprise (SME)**. These (SME's) represent the majority and the backbone of the growing Czech economy and as such are looking for offices in the area of **100-500 m<sup>2</sup>** on average.

Our business success is attributable to three key principles;

#### **Innovation and Technology;**

We are constantly designing and implementing new and better ways to represent the business needs of our clients, investing and applying state of the art IT in business today drives business results.

#### **Knowledge Based Approach;**

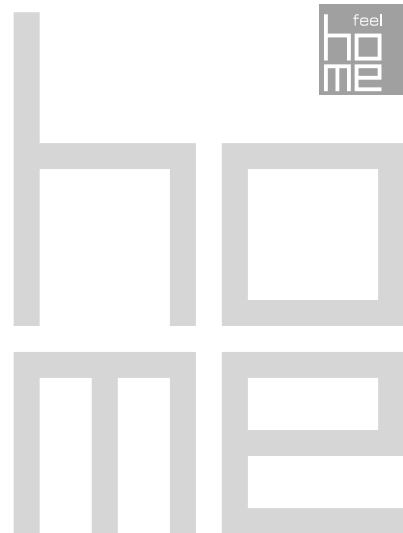
Information is power in today's marketplace and our clients benefit from our breadth of information we have concerning investors, landlords and tenants and the changing dynamics in the marketplace.

#### **Professional and Prompt Service;**

We believe that every customer is an important customer and in today's business world requires attentive and prompt service.

Prague's real estate market continues to mature and evolve. **We believe that a strong Prague based agency with a proven track record is an essential partner for those companies requiring local support in all their real estate transactions.** Svoboda & Williams is the right choice ensuring prompt, thorough and professional service.

We look forward to supporting you.



HOME

### S&W TEAM

SVOBODA & WILLIAMS commercial team is made up of a dynamic group of professionals serving clients needs fluently in a variety of languages such as Czech, English, French and German.

The team is made up of professionals specializing in all property types in which we serve. Whether its an office, logistic/warehouse, retail or hotel our team is able to provide the required insight and know how to support and fulfill your requirement.



Richard Meier – Office/Hotel, Jaroslav Waldhauser - Office, Matthias Cruzin – Logistic/Warehouse Lukáš Matouš - Office, Mgr. Ivana Dejanovski - Office/Legal support, Renata Kudova – Landlord Relations/Marketing/Database

legal department



*(Mgr. Lukáš Šíma - in-house lawyer)*



## COMMERCIAL OBJECTIVE, SERVICES

### COMMERCIAL OBJECTIVE

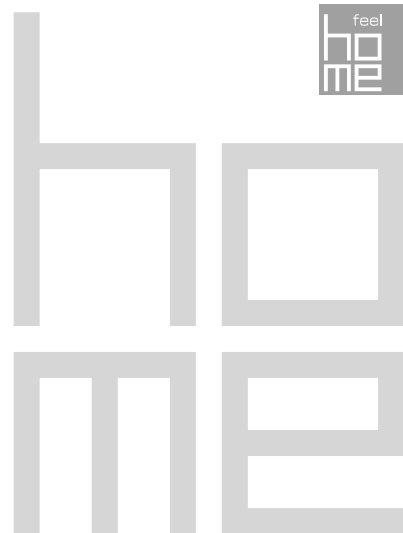
- To be the leading Prague based full service real estate agency.
- To be the agency of choice for SME corporates seeking commercial real estate support
- To be an industry innovator and leader in the use of technology in all areas of commercial real estate services

### SERVICES

#### Landlord – Commercial Leasing

- Initial property viewing, including editing or creation of listing in both Czech and English (translation can be provided)
- Professional photography of the property
- Expert opinion of current market rents and current trends to position the property
- Directly offer the property using our database of clients
- Recommendation of adjustments or improvements to attract the target group and achieve a market rent.
- Presentation and activation of individual properties with photos and a description of the property in Czech and English on svoboda-williams.com, linked listings on Czech key real estate portals
- Negotiation of lease and head of terms
- Provide support with layout/design process with preferred supplier relationships
- Provide support with fit out and design construction with preferred supplier relationships

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#### MARKETING - The Web is the Way!

We believe that most landlords today have relied on their leasing agents to drive sales. Today, more often than not tenants are spending a lot of their early decision making process **searching on-line** for solutions before even contacting an agency. The market has become more informed and confident in selecting a shortlist of properties to consider.

S&W provides a destination for many SME's who are evaluating the market, and shortlisting properties, **landlords need to be part of this mix to be included in this key first phase.**

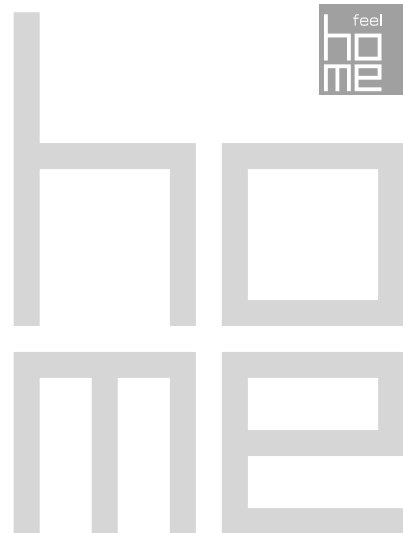
We pride ourselves on providing a clear, concise and robust **on-line environment** for our landlord clients to be able to showcase their buildings for lease thereby **diversifying their marketing strategy.**

Most SME decision makers are looking for accessible, informative and professionally presented commercial solutions which is what S&W has created – just look at search results on **svoboda-williams.com - 40.000 visits every month!**

S&W has invested a significant amount of time and capital in establishing and revising its strategic **web presence** and in addition has enhanced that with a strong **print media** campaign for both its brand and the properties it represents. **Our clients benefit directly from this when they agree to work with us.**

*The total monthly budget of S&W for marketing (not including clients' campaigns) is on average **CZK 500,000**. By connecting with us you can significantly reduce your own marketing investments.*

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## MARKETING - The Web is the Way!

### INTERNET

One of the key strengths of SVOBODA & WILLIAMS' is its reputation as an innovator of best in class strategic marketing initiatives with the web at its core. We have discovered that the most **effective marketing tool** we have at our disposal is our **finely-tuned website - svoboda-williams.com**. Years of continued investment, development and optimization have enabled Svoboda & Williams to build a state-of-the-art and best in class commercial web engine.

This sophisticated tool enables **hundreds of thousands** of property users and owners to connect in a seamless, easy to navigate and entertaining environment – while saving countless hours of time and effort. Most commercial property owners during the last few years have clearly underestimated the untapped potential of the **Internet**. The majority of tenants seeking new premises will spend time researching the market before approaching an agency. We are typically the site which is searched most often and as such get the first chance to serve the needs of these occupiers – this is the benefit of often your property on our system.

### DIRECT MARKETING

S&W meticulously builds an extensive database of clients interested in purchasing or renting properties. We use our database to match offers and requests, and to evaluate our marketing activities. We regularly send updates and real estate news to our clients.

### PRINT

Regular full-page product advertisement in **ESTATE magazine**, Grand Reality and RealCity magazine, image advertising in **Euro** weekly.

### PR & REFERENCES

Rich S&W references serve as the best PR.

Long-term cooperation with foremost Czech journalists, who write about real estate (**HN, Euro, Elle Decor, Dolce Vita** etc.)

Connection with the SVOBODA & WILLIAMS brand is an added value of a project

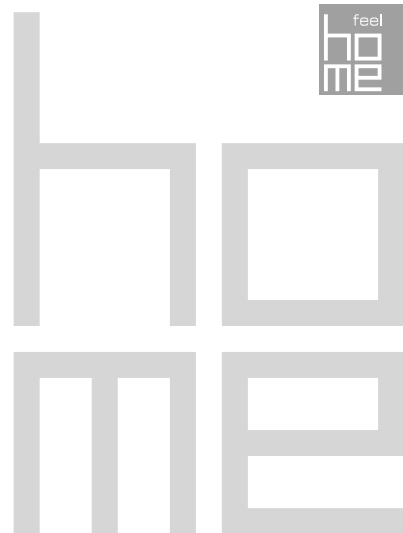
### OUTDOORS, POS

Marking the building / facade banners

### ANALYSIS

Regular analysis of the project's campaign

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#### FEE STRUCTURE

Landlord fee structure paid upon deposit receipt equal to the following:

**13% of the overall fee for the first year of rent if the monthly rent is more than 60,000 CZK per month.**

The commission and the appropriate VAT is payable after signing the lease contract and obtaining the first month's rent and/or the deposit.

Svoboda & Williams offers all and any appropriate value-added services inclusive of commission to owner and tenant alike without extra fees.

HOME