

Vila Clemance - residential project

- Exclusive sale of six exceptional apartments in a historic villa in Hřebenky

Assignment

Vila Clemance is an intimate residential project of six residential units, set in a refined functionalist villa in the prestigious residential area of Prague 5 - Hřebenky, close to Klamovka and Ladrunka parks.

Each apartment offered a superior area (from 120 to 190 m²), a 4+kk or 5+kk layout and high-tech equipment - ground-water heat pump, underfloor heating, ceiling cooling, heat recovery, aluminium windows with triple glazing and smart home.

Although this was an exceptional project, not a single apartment was sold during the first year (2023-2024) when the developer sold the units separately. In August 2024, LEXXUS NORTON took over the exclusive sales in order to rebrand the project, revitalize communication and rapidly increase sales.



Objectives and strategy

The aim of the collaboration was to revive the sales of the Vila Clemance project, which the developer had failed to sell independently one year after the start of construction. After taking over the exclusive representation in August 2024, we designed a new sales and communication strategy to reach the target group of creditworthy clients and sell all six units within one year.

We have broken the strategy down into a series of follow-up steps. In the first phase, we worked with the available visuals and architectural concept. We launched basic communication: we prepared a newsletter for the LEXXUS NORTON client database, issued a press release, and featured the project on the lexxusnorton.cz website and real estate servers. At the same time, we launched online performance campaigns - via Google Ads, Sklik, Facebook and Instagram - and started building the project's brand through content and PR outputs.

As construction progressed and the model apartment was completed, we seamlessly transitioned to the second phase. A key point was the deployment of professional photography and video content, which significantly increased the attractiveness of the presentation and resulted in higher conversions. We were also able to offer tours of the completed space to interested parties, which greatly accelerated the decision-making process. This phase was supported by increased online advertising and remarketing, while targeted offline promotion including print advertising and PR articles continued.

From the start, communication was based on the key advantages of the project - the exceptional location in the heart of Hřebenky, the high-tech standard (including heat pump, ceiling cooling and smart home) and the intimate nature of the entire building with only six apartments.

Result

By July 2025, within eleven months of taking over the project, we were able to sell all the units. Sales were made without price reductions and in several cases at higher than originally planned prices.

A critical success factor was the ability to translate the value of the project into a quality and credible presentation - whether it was the visual style, the choice of marketing channels or the personal approach to prospective buyers. The highest conversion performance came from the photographs and video of the model apartment, which appealed to a target group looking for high standards, tranquillity and elegance.

The success of the project was underlined by its nomination for the Estate Awards 2024 in the category Residential Project - Exclusive Living. Villa Clemance has thus become an example that even smaller, very intimate projects can be exceptionally successful on the market - if they are given the appropriate attention, care and professional approach.

