

Astrid Garden stage A + B

- Complete real estate service with tailor-made marketing strategy for UBM Development Czechia s.r.o.

Astrid Garden is a modern residential complex situated in an attractive location in Holešovice, Prague 7, one of the fastest growing districts of the metropolis. It offers close proximity to everything you need - great amenities and excellent transport accessibility to the city centre. The residence offers residents quality living in a pleasant environment with an emphasis on ecology, sustainability and modern technology. Within the two phases A and B, a total of 8 segments with 138 residential units were built, with various layouts from 1 + kk to spacious family apartments 4 + kk, including two duplexes, with areas from 30 to 130 m². The unique character of the entire complex is created by the contrast of the original carefully renovated building with a rich history, complemented by the new construction. In addition to the residential units, there were also two commercial spaces for sale situated in U Průhon Street, suitable for anyone looking for a strategic location for their business. The quality of the entire project is confirmed by the high standards of the interiors - wooden floors, large-format windows set in wooden frames with external blinds and triple glazing, which ensure maximum privacy and insulation. Buildings A and B are also equipped with air recuperation, which contributes to energy efficiency. The complex also includes practical common areas: a bike room with a bike wash, a workshop for residents, a common room and a shared office - all with the aim of creating a pleasant environment for residents. The project has been awarded BREEAM environmental certification, which is one of the best known and most respected worldwide. The energy performance is category B.



What did we want to achieve?

LEXXUS NORTON's real estate team was tasked with creating a complete sales and marketing strategy that would maximise sales potential while highlighting the uniqueness of Astrid Garden - its unique atmosphere, which it has acquired thanks to its modern design combined with the original building, sustainability, high standards of materials or its accessible location in the dynamically developing and popular Holešovice. We used our own extensive client database, emailing, advertising on real estate portals, social media promotion and offline channels. Throughout the sale, we worked closely with the developer to tailor the offer to meet the current needs of clients and the market - one example is the option of a subsidised mortgage. An individual approach to each customer was a priority.

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Result

Sales commenced in December 2022 and were an immediate success. It has attracted interest not only from regular LEXXUS NORTON clients, but also from the general public. More than a third of the project sold out before the inspection and approval in July 2024 and just under half of the apartments were sold by the end of 2024. With its prime location, practical layouts and strategically set prices ranging from CZK 4.6M to CZK 16.8M, the project has been able to attract a wide range of clients. The apartments were ideal for both private living and as an investment. The average age of the buyer was 39 years. Throughout the sale, there was close cooperation between the marketing and sales departments, which resulted in effective optimisation of campaigns and maximisation of marketing resources. Stanislava Velebilová, the real estate agent who took on the project management, commented on the project on behalf of LEXXUS NORTON: „The Astrid Garden project has gained a strong position on the market thanks to its architecture, location and emphasis on sustainability. I am delighted that we were able to play a key role in the successful sale of all units and offer clients exceptional housing in an attractive part of Prague. Clients appreciated not only the quality of the design and the thoughtful layout of the apartments, but also the character of the whole place. Astrid Garden confirms that a well set up project with a clear vision and professional sales approach achieves its goals“.

The success of the project is not only reflected in its complete sell-out, including both commercial spaces, but also in the awards it has won in competitions. These include, for example, the 3rd place in the Residential Project of Larger Scale category in the Best of Reality 2024 competition or the Real Estate Project of the Year 2022 award of Prague 7. The last unit was sold in July 2025, closing the sale of the Astrid Garden project.

