

Zahrady Herink

- We provide a complete marketing service
- Sold 9 out of 11 houses within six months

Assignment

The Zahrady Herink project harmoniously combines traditional and modern architectural elements. The gable-roofed houses are complemented by large-format windows and clean functionalist lines, allowing for a sensitive integration into the original buildings and atmosphere of the village. Each house with a layout of 5+kk and a usable area of 159 sqm is located on plots of up to 490 sqm.

The location of the project ensures excellent transport accessibility. Thanks to the connection to the Prague ring road, it is possible to get from Herinek to the centre of Prague in 15 minutes by car. Nearby is the village of Průhonice and the town of Říčany with complete civic amenities.



Aims and Strategies

We have prepared a complete tailor-made marketing strategy for the project, using our extensive database of contacts as well as social networks. We advertised on real estate servers and ensured properly targeted PPC campaigns.

Due to the very attractive location close to Prague and good transport accessibility, we focused mainly on families with children, local residents and clients who want to live outside of Prague but still want to be within good commuting distance.

The result?

We commenced sales of the first phase in July 2021 and by the end of the year 9 of the 11 homes within the first phase had been sold. We released the second phase for sale in May 2022. Prices increased during August 2022. The last reservation contract was signed in December 2024.

All of the new owners purchased the homes for their own use, with 50 per cent of them using mortgage finance to purchase. The average age of the buyers was 41 years, and the prices of the houses ranged from CZK 10,011,700 to CZK 13,166,400.