LEXXUS NORTON

Case study

Bydlení Kbeličky – Family houses

- All 46 family homes in the Bydlení Kbeličky project have been sold out

Assigment

The Kbeličky Living project in Prague 9 offered a total of 46 modern family houses designed for clients seeking a combination of peaceful living, privacy, and good accessibility to the city center.

The project primarily targeted families with children and clients looking for an alternative to city apartments without having to leave Prague. A key advantage was the combination of a residential location, local amenities, and fast access to the city center.

Two types of houses were available – a 4-room layout with kitchenette (4+kk) including a study and two parking spaces, and a 5-room layout with kitchenette (5+kk) featuring a garage and an additional parking space. The houses, ranging from 107 to 152 m², were designed as two-story homes with private gardens and terraces.

Objectives and strategy

The goal was to support the sale of family houses and clearly differentiate the project from competing offers on the market. Communication was built around the project's strong benefits:

- location in Prague 9 with good access to the city center,
- a quiet residential environment suitable for families,
- private gardens, terraces, and parking spaces,
- modern family house layouts,
- energy-efficient technologies and a focus on sustainability,
- completed homes ready for immediate move-in,
- a growing community within the area.

An important part of the communication was also the concept of smart and energy-efficient living. The project was designed with a focus on long-term energy efficiency, lower operating costs, and readiness for future needs. The houses were prepared for the installation of photovoltaic panels, air conditioning, external blinds, and electric vehicle charging. Rainwater retention tanks were also included, allowing water to be reused for garden irrigation. Selected homes already included photovoltaic systems in the price and achieved an energy performance rating of PENB A.

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A strong aspect of the project was the emerging community in the Kbeličky area. In addition to family houses, apartment buildings by the same developer are gradually being built, allowing the neighborhood to develop naturally into a cohesive residential area for long-term living. Another important benefit is the construction of a new Sports Academy for preschool children in close proximity to the houses, which will expand local amenities and support the community character of the neighborhood.

The marketing strategy combined performance-driven digital campaigns with long-term brand communication. The project was supported through PPC campaigns, Meta Ads, video content, real estate portals, PR activities, and advertising in magazines and print media. CLV (out-of-home) communication also played a significant role, including placements in the metro, as well as at tram stops.

Result

All the single-family homes in the Bydlení Kbeličky project have been completely sold out. A total of 46 homes were successfully sold, even during a period significantly affected by a slowdown in the real estate market, higher interest rates, and lower demand for single-family homes.

The project confirmed that a well-designed marketing and sales strategy, a clear understanding of the location's benefits, and a focus on families' needs can significantly boost sales success.

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