LEXXUS NORTON

Case study

Bydlení Kbeličky – Apartment buildings

- Complete sell-out of all 40 apartments in the Bydlení Kbeličky project

Assigment

The apartment section of the Bydlení Kbeličky residential project in Prague 9 followed the successful development of the family houses and expanded the emerging residential neighbourhood with modern apartment living. The project offered a total of 40 apartments ranging from 1+kk to 4+kk, together with 49 parking spaces in the underground garage.

The apartments, ranging in size from 34 to 107 m², were designed to meet the varying needs of future residents – from smaller units to more spacious family homes. A major benefit of the project was the connection between indoor and outdoor living: 90% of the apartments feature a balcony, terrace or private front garden with a wooden deck.

LEXXUS NORTON was involved in the project from the preparation phase. In addition to managing the sales process, it provided the developer with consultancy services relating to apartment layouts, specifications and pricing, and subsequently prepared and implemented a targeted marketing strategy.

The campaign's objectives were:

The objective was to position the product correctly within the market so that it would appeal to a broad range of buyers looking for a new home in Prague while differentiating itself from competing projects.

The strategy was built around several key project benefits:

- location in Prague 9, on the border of Kbely and Letňany,
- good accessibility to central Prague and proximity to Letňany metro station,
- a combination of urban living with access to nature, forest parks and cycle paths,
- a broad range of layouts from 1+kk to 4+kk,
- a balcony, terrace or private garden for the vast majority of apartments,
- emphasis on energy efficiency and modern technologies,
- high-quality communal areas and amenities for residents.

An important part of the project preparation was the focus on building specifications and long-term operating costs. The apartments were equipped with underfloor heating, vinyl flooring, large-format bathroom tiles and triple-glazed windows. The standard also included preparation for external blinds, while apartments on the fourth floor additionally featured preparation for air conditioning and terrace awnings.

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A total of 108 photovoltaic panels were installed on the roofs of the apartment buildings. These provide electricity for communal areas, while surplus energy is also used for heating and hot water production. Infrastructure for electric vehicle charging was also prepared at the parking spaces.

Another strong feature of the project was the design of the communal areas. Above the underground garages, a private relaxation courtyard was created exclusively for residents, with a water feature, landscaped greenery and seating areas. The developer and the city also agreed to co-fund a children's playground in Aerovka Park.

The marketing and sales strategy followed on from the product preparation and pricing strategy. Communication was targeted at relevant groups of prospective buyers and continuously highlighted the project's main advantages – its Prague location, high-quality specifications, proximity to nature and energy-efficient living.

Another important indicator of the effectiveness of the chosen approach was the project's conversion rate. According to LEXXUS NORTON's internal statistics, one in ten prospective clients who enquired about the project went on to purchase a property. The 10% conversion rate demonstrates the effectiveness of the correctly positioned product, pricing strategy and targeted marketing approach.

Result

The apartment section of the Bydlení Kbeličky project was completely sold out. All 40 apartments were successfully sold, with the project achieving a 10% conversion rate between prospective buyers and completed purchases.

The result confirmed the importance of combining a well-prepared product, correctly set pricing, strong market knowledge and a targeted marketing and sales strategy. LEXXUS NORTON's long-term involvement – from consultancy on layouts and specifications through to the sales process itself – made it possible to manage the project as a whole rather than simply focusing on individual units.

The sell-out of the apartment section also marked the completion of sales across the entire Bydlení Kbeličky residential project. Following the previous sale of all 46 family houses, all 40 apartments have now also found their owners.

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