LEXXUS NORTON

Case study

Letnian - Residential Project

- Complete sell-out of 144 residential units in the Letnian project, Prague 9

Assigment

The Letnian residential project is located in Prague's Letňany district and consists of a single residential building with a total of 144 apartments designed by the architectural studio ADR. The range of layouts, from studios to four-room apartments, targeted individuals, couples, and families looking for modern yet affordable housing in Prague.

The project was initially launched on the market before the involvement of LEXXUS NORTON.

During the sales process, momentum gradually slowed, which led the developer to approach our team with the goal of improving sales performance and rethinking the overall sales strategy.

Objectives and strategy

LEXXUS NORTON took over the commercial management of the project and redefined the sales approach. The focus was on viewing the product through the eyes of the buyer, adjusting pricing where needed, and setting up a sales process that reflected both current market conditions and the project's real potential.

Marketing activities were handled throughout by the external agency Menhart. LEXXUS NORTON worked closely with the marketing team in a consulting role, primarily ensuring that marketing communication was closely aligned with the revised sales strategy and pricing structure.

Project communication focused on clear and tangible benefits:

- a strong location in Letňany,
- a reputable developer and architectural design by ADR,
- an accessible price level within the Prague market,
- the BYX program as a key competitive advantage.

The BYX program allowed buyers to secure a unit with a 5% deposit, defer the remaining payment for up to four years, and lock in the purchase price without the need to arrange a mortgage immediately. This approach widened the pool of potential buyers and became one of the project's strongest selling points.

Result

After the revised sales strategy was implemented, sales gradually regained momentum. All 144 residential units were sold by January 2026, within 24 months of LEXXUS NORTON taking over the sales process.

The project was completed in September 2025, with full sell-out achieved within four months of completion.

The Letnian project demonstrates how the right sales strategy, thoughtful pricing, and timely reactions to market conditions can directly influence the success of residential sales.

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