LEXXUS NORTON

Case study

Timber Praha – Residential Project

- Successful Sale of the First Multi-Story Wooden Building in the Czech Rep.
- A comprehensive turnkey marketing and sales strategy that breaks down prejudices and dispels fears about multi-story wooden buildings

Assigment

Timber Praha is the first-ever multi-story residential project in Prague built using cross-laminated timber (CLT) panels. The project targeted the premium market segment, with an emphasis on maximum sustainability, cutting-edge technology, and a healthy indoor environment. It offered a total of 62 apartments ranging from studio to four-bedroom units, each with a terrace or front garden. The real estate agency LEXXUS NORTON managed the complete sales and marketing strategy, thanks to which the project was successfully sold out.

Challenge:
To set a new standard in a conservative marke

The Prague real estate market has traditionally focused on conventional building materials (brick, concrete). Introducing a multi-story wooden building into the premium segment presented several significant challenges, and it was necessary to adapt the marketing strategy accordingly:

- **Market education:**
  The need to overcome any preconceptions associated with wood-frame construction and explain the technological sophistication and durability of CLT panels.
- **Justifying the premium price:**
  Substantiate the value of the project by demonstrating that the client is not only paying for the location and square footage, but above all for advanced technologies and a healthy microclimate.
- **Targeting the right audience:**
  Identify and reach buyers who seek not only luxury in a premium property, but also a high degree of sustainability and technological innovation.

Result: The market is ready for innovation

The Timber Praha project sold out in early 2026—nearly three years after sales began. This confirmed that the Czech premium real estate market is undergoing a transformation. Demand showed that affluent clients are willing to invest in progressive and eco-friendly solutions, provided they are combined with the highest standard of living and a reputable developer with many years of experience. The sale of the project through the real estate agency LEXXUS NORTON set a new benchmark in the Prague residential market. This case study demonstrates that combining visionary development with a targeted and expert sales strategy can successfully launch and sell out an entirely new product segment even in a more conservative market environment.

LEXXUS NORTON a.s.
Na Poříčí 2090/2
110 00, Praha 1

+420 221 111 900
info@lexxusnorton.cz
lexxusnorton.cz