

CBRE

2012



SERVICE BOOK SERBIA



SUCCESS AGAIN

GLOBAL

Whether our clients' first point of contact is with our agency team in Paris or our investment team in Bratislava, they join a network that can advise on all aspects of property in the widest range of places.

We offer a seamless service in valuation, brokerage, financial, property management, asset management, and more. This breadth of service is matched by a depth of knowledge and a proven track record in all business sectors including automotive, airports and aviation, financial, hotels, life sciences, retail, media and beyond.

We have over 300 offices in more than 50 countries throughout the world and employ approximately 30,000 people: experts in every imaginable aspect of real estate, from agency and valuation to asset management and investment.

But what really benefits our clients is not our scale but what we do with it. The connections we make between each of our offices and our commitment to sharing skills and information gives us a view of property that reaches beyond bricks and mortar, helping our clients realize the true value of their real estate.

- 70% of top Corporations choose CB Richard Ellis
- 30,000 employees in over 300 offices in 50 plus countries
- First real estate company in the Fortune 500
- Named as one of the 100 Fastest Growing Companies by Fortune
- Named global No.1 in 2010 Euromoney Awards
- International Property Awards named World's Best Commercial Property Firm
- The only commercial real estate services firm to be included in the S&P 500 index
- Only commercial real estate services firm to be selected by Forbes magazine as a Global Superstar - big companies that are fast growing, adroit and well - managed and that set the benchmarks for their respective industries

LOCAL

CB Richard Ellis Serbia has become a leading real estate consultancy in Serbia. Today the office counts 32 professionals, providing variety of services including:

- OFFICE AGENCY
- RESEARCH
- RETAIL AGENCY
- VALUATION AND DEVELOPMENT ADVISORY
- RESIDENTIAL & MIXED USE SALES AND LEASE
- DEVELOPMENT ADVISORY
- PROJECT MANAGEMENT

Our team is focused on providing quality service to the already existing clients in our country as well as on serving quality information to the investment groups and companies which are yet to enter Belgrade and Serbia in general. We focus our diverse talents, skills and experience on a single target: helping our clients achieve their goals.

The world of business and commerce changes fast; staying at its leading edge demands that we change too. So we constantly innovate and improve, making sure our view of property remains the sharpest and most valuable tool for your business.

- No.1 Real Estate Consultancy in Serbia
- 32 real estate professionals with year-long market experience
- Recognized valuers of key international and domestic banks
- Tenant representatives of renowned international clients
- Exclusive sales agency of prime residential complexes in Belgrade
- Exclusive leasing agency of topnotch office buildings

OFFICE



Our specialist team deals in letting and acquisition of office space, the focus of our services hence being on our extensive market knowledge and experience in the field.

As a tenant searching for space, you can benefit from our full service:

- Efficient analysis of your requirements
- Filtering offers which suit your requirement profile
- Reduced costs through space efficiency
- Targeted cost controls

As an owner, on the basis of a letting instruction, we put our overall knowledge and experience at your disposal:

- Optimal positioning of your property through excellent market knowledge
- Processing of an individual marketing strategy for target groups
- Full management of a lease process
- Proactive approach towards sourcing tenants for your property

SELECTED TENANT REPRESENTATION

European Investment Bank Bosch Siemens
 Tetrapak Schneider Electric
 Roche LG Electronics
 Adidas SGS
 Ericsson Marsh
 Wrigley Asus
 Microsoft Manpower
 Sanofi Aventis Puma

CBRE office brokerage team acts as tenant representatives of key international companies.

Whether the client enters our market for the first time, or seeks new office space as a result of its expansion or its revised business plans, our team provides full insight into market trends, gives breakdown of comparables of single competitive projects that match initial client's requirements and provides consulting services until the client makes the final choice.

Full support before and throughout the negotiation process with prospective landlord gives our clients true sense of partnership.



HOME OF
CBRE

FEATURED PROPERTIES FOR LEASE AND SALES

Australian Embassy Blue Center
 Gorenje Office Building VIG Plaza
 West End Belgrade Office Park
 GTC Square GTC House
 Sava Business Center TQ Office Building

SELECTED RENT RENEWAL INSTRUCTIONS

Oracle
 Nokia Siemens
 Pricewaterhouse Coopers
 Bosch
 Danfoss

RETAIL AGENCY



Our retail agency team specializes in both high-street retail and shopping centers. Selecting retail space up to various requirements that are sometimes difficult to meet in the market, represents not just a huge responsibility, but a true challenge.

Local market intelligence, an ability to scan the market and identify palpable opportunities that would in comparative analysis source out a desirable space, requires dedicated expert team and close partnership with the client which gives no scope for any misunderstanding.

CBRE Retail Team gives full support to international investors, facilitating their market introduction and giving full support in early development advisory phase in optimal positioning of their property through excellent market knowledge, processing individual marketing strategies for selected target groups and drafting marketing business plans that ensure successful and efficient letting of the subject properties.



FEATURED PROPERTIES

Ušće Shopping Center Casa di Gloria
 Delta City Harmony Apartments
 Višnjička Plaza Bokeljska 7
 Kragujevac Plaza
 Aviv Park Pančevo

SELECTED TENANT REPRESENTATION

Societe Generale ITM
 Raiffeisenbank DexyCO
 Fiat Travel house
 KIA Costa Coffee
 Villeroy & Boch Grand pleasure
 Corner shop
 Hacienda Rodizio
 Lisca
 Carvel
 VIP Mobile
 Beo Keramika
 Forma Ideale
 Smart Systems
 Leibherr
 Accessoires

RESIDENTIAL

SALES LEASING



Our residential team focuses on helping the client make the right choice when choosing the property to lease or to buy. We provide our clients with a thorough insight into the Belgrade Residential Market, thus enabling them to find the right property that would meet their residential needs. Our clients enjoy our full support from identification of the desired properties, negotiation of the commercial terms, up to the closure of the sales process.

As an investor willing to invest in residential development, you can count on: brand power, ensuring competitive positioning of your project in the market and its competitive advantage; development consultancy; market targeting; sales price definition; USP definition; design, organization & realization of full marketing, presales & sales campaign; sales.



FEATURED PROPERTIES FOR SALE

Bokeljska 7
Zeland Rezidencije
Šantićeva 12
Casa di Gloria

Livn Dorćol
Harmony Apartments
Global Kolonija

As a landlord looking for long-term lessees, you can benefit from our full service: unparalleled network as a source of prospective lessees; definition of the competitive rental levels; landlord representation through the whole lease process; targeted cost controls.



As a buyer or tenant searching for residential space to buy or lease, we offer you our efficient needs analysis, scanning the market and filtering offers that match your requirements; full support before throughout and after the sales or lease process; targeted cost controls; good value for money.

SELECTED TENANT REPRESENTATION

Australian Embassy
Embassy of the Kingdom of the Netherlands
IKEA
German School
Austrian Airlines
USAID
Roche
Tetrapak

EPIC - European Privatization & Investment Corp.
Fiat
Delta Generali
Italian Chamber of Commerce and Industry
Delhaize
Gumex tyres
VIP Mobile

RECOMMENDED LISTED VALUERS
OF KEY INTERNATIONAL BANKS

VALUATION & DEVELOPMENT ADVISORY

MARKET INTRODUCTION

HIGHEST & BEST ANALYSES

RESEARCH & CONSULTANCY

DEVELOPMENT FEASIBILITY

VALUATION

OFFICE RESIDENTIAL RETAIL SHOPPING CENTERS HOTELS INDUSTRIAL & LOGISTICS LAND

We aim to provide the effective and accurate valuation services that are the cornerstone of best property practice.

Whether assessing the viability of potential acquisitions, reviewing performance of existing assets or assessing the best use of properties, our skilled property consultants give valuation and strategic advice on a wide range of capital market transactions across Serbia. We use our individual expertise, combined with access to market intelligence that few companies can match, to help you achieve, and surpass, your business goals.

Our valuations are prepared in accordance with The RICS Appraisal and Valuation Standards, Seventh Edition. Traditionally there are three general approaches to valuing business assets: the Replacement Cost Approach, the Sales Comparison Approach and the Income Capitalization Approach. Each views the valuation problem from different perspectives, considers data from different sources and has both strengths and weaknesses.

Since the valuation can be given on a limited basis, which may imply that an opinion is required on specific aspects only, or on certain conditions taken as read, our valuations often include recommendations to implement different measures and changes that would optimise the property's value.

Our network of specialist service teams strives to deliver levels of services and success beyond our clients' expectations. By developing a long-term relationship with a CBRE service team, you can be sure that you have a network of talented and committed people all working towards a common goal: the success of your business.



SELECTED MARKETING CAMPAIGNS

Aviv Park Pančevo
West End
Šantićeva 12



Bokeljska 7
Zeland Rezidencije
Harmony Apartments
Gardenia Apartments
Casa di Gloria
Global Kolonija



MARKETING

Our Marketing and PR support envisages in-depth Marketing Advisory, Conceptualization of the Marketing Campaign and Marketing Campaign Management for the office, residential and retail projects we exclusively represent.

In close collaboration with our brokerage teams and based on our extensive market experience we can easily envisage and influence the perception of our target group in a sense that the actual property marketing directly communicates with our target audience, recognizing the attributes that differentiate and define the value proposition of the Project, thus developing the position of the Project in the market.

Once the Marketing Strategy is approved, our Marketing Team sets off to conceptualise all marketing tools that would be employed in the Marketing Campaign, including copyright, design and production. In addition we undertake full management of the Marketing Campaign, including media booking, Advertising & PR, while giving full support to the sales team in coordination of all individual marketing activities they employ to further influence buyers' readiness to buy.



A WHOLE NEW WORLD OF REAL ESTATE WE BUILD WITH OUR CLIENTS

CLIENTS' TESTIMONIALS

DEVELOPING

What was most refreshing was that you work with a team that has truly remarkable market coverage and the ability to identify the right market opportunity that would source out optimal end result. The CB Richard Ellis d.o.o. Team has shown high level of skillfulness, efficiency and professionalism.

Adir El Al, CEO Airport City Belgrade

ADVANCING

CB Richard Ellis d.o.o. has provided us with high quality advice, dedication to the task and has adopted a whole new approach to the challenges and targets we set. It is always a pleasure working with such a professional team.

Peđa Petronijević, Country Manager GTC Serbia

REACHING

As a Property Officer in Australian Embassy Belgrade, the most important thing to our Embassy was to have clear scope of current property market and, in case of sourcing the property for purposes of Ambassador's residence, variety of offered properties that would fulfil required criteria. The last but not the least, being sure that such a demanding job was entrusted to real professionals was priceless.

We sincerely hope that we will have the opportunity to work with CB Richard Ellis d.o.o. again in coming years.

Goran Petković, Property Officer, Australian Embassy Administrative Affairs

CONNECTING

When working with CB Richard Ellis d.o.o. you have that feeling of strong mutual partnership, that you are both working towards the same goal. The support they gave us was invaluable.

Stevan Lojović, President of the Board of Directors, Bluehouse Razvoj, Belgrade

STRIVING

CB Richard Ellis d.o.o. has been a key source of information and assistance in navigating the local real estate market. We have always been very satisfied with the services rendered and hope to continue our collaboration in future.

Marko Mrzel, General Manager Gorenje d.o.o.

EXCEEDING

It is a pleasure to cooperate with the customer friendly staff from CB Richard Ellis d.o.o. The efforts in finding suitable housing have been successful to mutual satisfaction.

*Frans Rotmans, Head Operational and Consular Affairs,
Embassy of the Kingdom of the Netherlands*



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