

Apartmány Spálený Mlýn

- We provide a complete marketing service
Half of the apartments sold within six months

Assignment

The Spálený Mlýn apartment project is located in Líšnice, in a picturesque valley surrounded by forests at the confluence of the Bojovský and Líšnický streams. It has a long history dating back to pre-Hussite times. Apparently in the 19th century the building was rebuilt in Baroque style. At that time, a mansard roof with gable dormers and a profiled cornice was added, which still characterises the building today, although it was renovated at the end of the 20th century. The interior was transformed into 18 apartments with layouts ranging from 1 bedroom to 3 bedrooms. The original historical architecture combined with the nature at your fingertips makes the project a perfect place for living and relaxing, just 27 kilometres from the centre of Prague.

Aims and Strategies

We have prepared a complete tailor-made marketing strategy for the project, using our extensive database of contacts, but also social networks, advertising on real estate servers and ensuring properly targeted PPC campaigns.

Due to the very attractive location, which one is yet to see for oneself, we organise Open Days, which have proved to be very effective.

The result?

We started selling 18 apartments in September 2022, and half of them are sold at the beginning of 2023. All of the new owners are purchasing the apartments for their own use, 80 per cent of whom used mortgage finance to purchase. The average age of the buyers is 47 years old, the prices of the apartments range from CZK 1,890,000 to CZK 3,940,000.

