

# Tenant Representation Romania



crosspoint  
real estate



An International  
Associate of Savills



# About Crosspoint Real Estate

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Founded in 2005, Crosspoint Real Estate offers both real estate trading and consulting services, as well as financial solutions needed by large investors, for all types of properties: offices, retail, industrial, land, hotels and residential.

Crosspoint Real Estate is the international associate of Savills in Romania, one of the largest real estate companies worldwide, founded in 1855 - with revenues of over GBP 2.55 billion generated in 2025.

Crosspoint Real Estate is one of the top 3 real estate consultancy services companies with 100% Romanian capital, positioned at the forefront of the evolution of this sector, providing specialist insight and advisory, continuously pushing the limits through their achievements, ranking on the business market map as a high-performance player.

## Our Expertise

- **Capital Markets**
- **Tenant Representation**
- **Property Management**
- **Office Agency**
- **Residential**
- **Workspace Consultancy**
- **Valuation & Research**
- **Industrial & Logistics**
- **Investment**
- **Land**



*Over the past two decades, we've built a reputation as trusted advisors on some of the most significant real estate transactions. Our commitment to our clients' success has always been unwavering, and each project has helped shape more dynamic and sustainable environments. As we continue to grow, our focus remains on expanding our impact, raising the standard for real estate, and consistently delivering beyond expectations.*

**Valentin Neagu**  
Managing Director, Crosspoint Real Estate



### Romanian Property Awards Romania 2021 - 2024



### CIJ Award Romania 'Best Local Commercial Real Estate Agency'



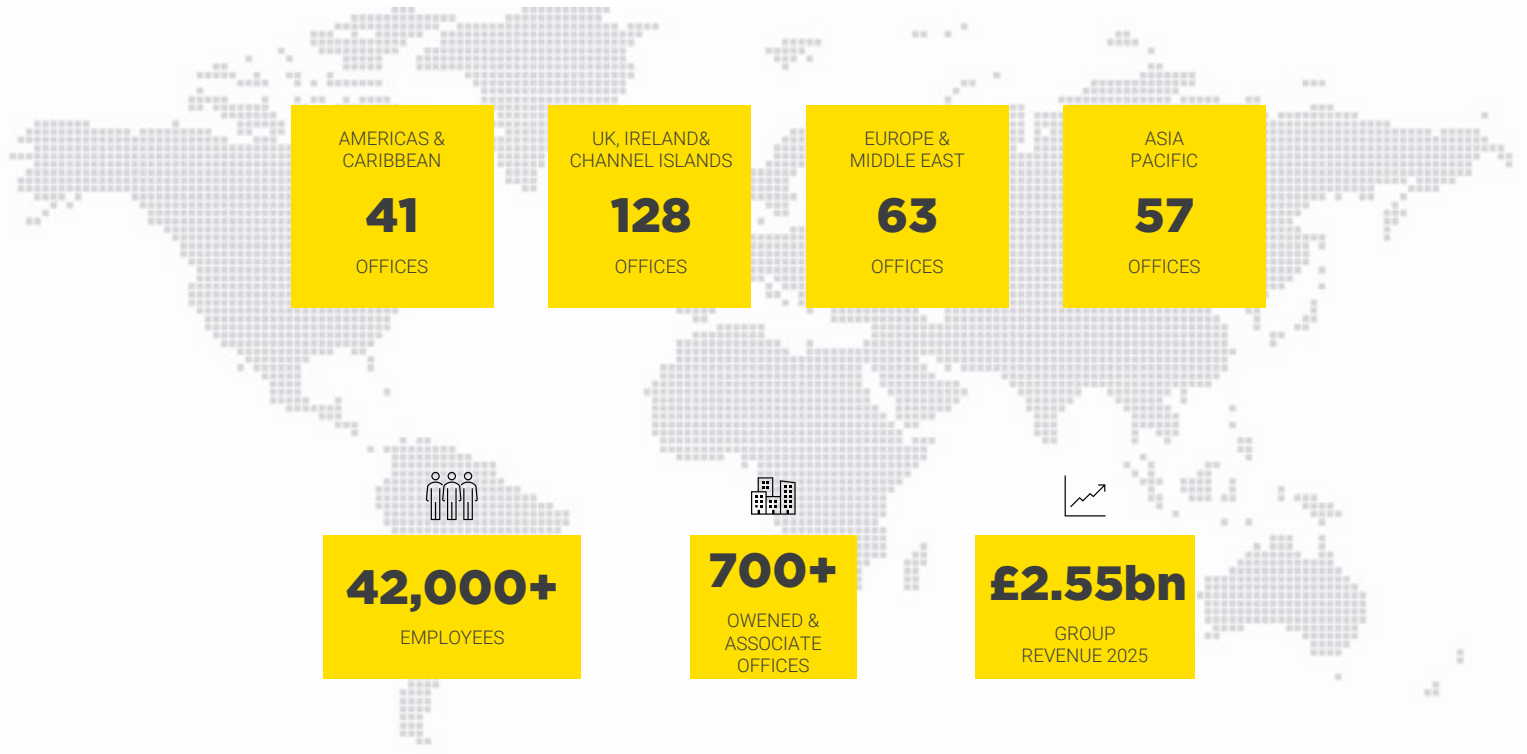
# About Savills

Established in 1855, Savills is listed on the London Stock Exchange has more than 700 owned, affiliate and and associate offices around the world. Through organic growth and targeted acquisitions, we have built a strong global network of market leading professionals and offices. Throughout our worldwide operation, we pride ourselves on exceptional customer service.

We provide a full range of integrated real estate services, consistently delivering successful multidisciplinary assignments on a worldwide basis. We implement specialist, collaborative real estate services specifically designed to achieve great outcomes for our clients.



## Global presence



# Tenant Representation in Europe & Middle East

Established in 1855 we now have more than 700 owned, affiliate and associate offices across the world, providing collaborative and specialist real estate services to achieve great outcomes for our clients.

Through organic growth and acquisitions, we have a strong network of professionals, offices and regions and throughout our worldwide operation we pride ourselves on exceptional customer service.

We provide a full range of integrated real estate services consistently and successfully delivering multidisciplinary assignments on a worldwide basis.

<p><b>Belgium</b> Brussels</p> <p><b>Czech Republic</b> Prague</p> <p><b>Denmark</b> Copenhagen</p> <p><b>Finland</b> Helsinki</p> <p><b>France</b> Paris Lyon</p> <p><b>Germany</b> Berlin Cologne Dusseldorf Frankfurt Hamburg Munich Stuttgart</p>	<p><b>Greece</b> Athens</p> <p><b>Hungary</b> Budapest</p> <p><b>Ireland</b> Cork Dublin</p> <p><b>Italy</b> Milan</p> <p><b>Luxembourg</b> Luxembourg</p> <p><b>Netherlands</b> Amsterdam Utrecht</p> <p><b>Norway</b> Oslo Stavanger Drammen</p>	<p><b>Poland</b> Krakow Poznan Warsaw Wroclaw</p> <p><b>Portugal</b> Lisbon Porto</p> <p><b>Romania</b> Bucharest</p> <p><b>Spain</b> Barcelona (2) Madrid Malaga</p> <p><b>Sweden</b> Gothenburg Stockholm</p>	<p><b>Switzerland</b> Geneva Zurich</p> <p><b>UK</b> London (2) Regions (24)</p>
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 **Savills Coverage**

 **Savills Partner Coverage**



# Tenant Representation & Related Services

# Tenant Representation Services

With a solid experience on the market, our team represents tenants through the entire real estate process, providing strategic office market advisory, customized research, options analysis, costs optimization through workspace consultancy, full coordination of the real estate process, be it pre-lease, contract renegotiation, lease extension, relocation or built-to-suit solutions.

Our team evaluates market conditions (rental rates, levels of occupancy of an area, tenant relocations, proposed development and other real estate trends) and develops a leasing strategy and program specific. We position ourselves as your strategic advisor, minimizing the real estate costs of your property and occupancy risks while maximizing productivity and workplace flexibility.

We'll analyse your business drivers and occupancy needs, identify and evaluate appropriate options, and manage lease negotiations.

## Service Range

- **Financial forecasting**
- **Space planning**
- **Site viewings & proposals**
- **Negotiations**
- **Project management**
- **Strategy development**
- **Workspace consultancy**
- **Research**



## Workplace Consultancy

The professional service industry has grown and diversified with the growth of information volume in every field, and with its management and consulting services have unleashed a new spectrum of specializations such as marketing management, data migration, change management and workplace management with the purpose of improving the functioning of organizations.

Workplace Management is a field of consultancy that focuses on workplace, design and work experience, with the goal of increasing space productivity by introducing new concepts, taking into account the interactivity at work and its purpose.

### Service Range

- **Analysis of the leased space**
- **Analysis of the tenant's specific and branding requirements related to working spaces, conference rooms, relaxation rooms, talking booth etc.**
- **3 fit-out simulations using specific architecture programs**
- **Agreeing the final shape of the layout**
- **Bidding for interior design with minimum 3 offers**



## Why Workplace Consultancy?

- Increase the efficiency of the workspace by removing wasteful times from doing business
- Accommodating future growth and expansions while saving costs
- Reduced operating expenditure
- Improved sustainability measures
- Attracting new talent and improve engagement, morale and performance
- Improved employee wellbeing in a workplace that supports each team
- A workplace reflective of culture and brand
- Enhancing the flexibility of the workspace through innovative design that supports future growth
- Strengthening your brand image, business' core values and culture

# Staff Survey

Our useful tool for analysing the company's need in terms of office relocation based on employees' preferences.

**CROSSPOINT REAL ESTATE QUESTIONNAIRE**

**Participant**

This is a questionnaire that determines your needs with regard to the new office location. We invite you to answer the questions below. It should not take more than 5 minutes to complete. The identity of the respondent is confidential and your answers will be considered by the office committee to be used in your company's relocation strategy, according to your needs and particularities.

**Preconditions (confirmation on completing the questionnaire please call +40 31 8014648)**

**1. What are the most used means of transport from home to office? (check all the options that apply)**

- Subway
- Bus
- Personal car
- Bicyc

**2. In what area/neighborhood of Bucharest do you currently live?**

- North
- East
- Downtown
- South
- West
- Outside of Bucharest (City): \_\_\_\_\_

**3. How many hours you usually spend at the office?**

- 6
- 8
- 4
- 5
- More than 8

**4. From the following criteria, which is the most important for you when it comes to select the location for a new office?**

- Accessibility
- Safety
- Proximity to residential
- Adequate pricing

**5. How many meetings do you average have per week? (external and internal meetings, etc.)**

- 1-3
- 4-6
- 7-9



# Why Tenant Representation with Crosspoint Real Estate?



## FRESH & INTEGRATED APPROACH

The Crosspoint Real Estate Tenant Representation team is working closely with the Research, Valuation, Project Management and Workplace Consultancy departments, as well as with our colleagues in the worldwide Savills network, to fully understand your requirement and prepare the leasing strategy.



## FLEXIBILITY AND ACTION

Crosspoint Real Estate is an entrepreneurial profile agency, having over 20 years of experience on the market, with a higher flexibility, fast decision management and action.



## COSTS

Minimize all operational costs and capital expenditures on your side.



## SENIOR STAFF

Experienced professionals with over 15 years combined agency practice.



## MARKET KNOWLEDGE

Be always connected with the latest market trends, transactions, prices, most active tenants and developments.



## RISKS

Decrease all risks whether it's legal or technical.



## LEVEL OF ENGAGEMENT

We are eager to prove our best in the provision of complete Tenant Representation and related solutions.



# **Our Strategic Vision on the Leasing Process**

# Our Approach

Why to start the 'stay vs go' analysis?

## 01 Strategy

### Requirement profile

- Hold a kick-off meeting to establish communication protocols and define the scope of services
- Confirm the preferred strategy and agree on the project timeline
- Review existing office space information as required
- Conduct a review of market standards, upcoming projects, trends and map available properties
- Provide consultancy and create a workplace strategy

## 02 Market Survey

### Longlist

- Develop a list of potential options for renewal and relocation
- Share all opportunities, including off-market properties
- Review market development opportunities
- Alternative: Longlist options presentation
- Develop an action plan
- Analyse options based on financial and soft considerations

## 03 Analysis & Shortlisting

### Shortlist

- Conduct site viewings
- Identify the most suitable options
- Create a final shortlist
- Collaborate to develop a Request for Proposal (RFP)
- Compare RFP information and clarify as needed
- Issue RFP to shortlisted landlords/developers

## 04 Negotiation

### Lease contract

- Request financial proposals
- Compare the final options
- Begin negotiations with the shortlisted landlords/developers
- Negotiate all soft commercial terms
- Review the final terms of the agreement and make recommendations
- Support signing process of the new lease contract

## Market Practice

Despite the new trends, the local real estate market still functions following some generally accepted practices, that we present below, in order to provide the Client a better understanding of the industry's specific.

### ○ Lease structure

Triple-net (tenant incurs all expenses related to the property, including property taxes, building insurance and common area maintenance).

### ○ Leased areas

Gross Leasable Area (GLA) as measured by BOMA standards.

### ○ Rent payable

Base rent (price/GLA). EUR denominated rent with payment in RON at NBR exchange rate. Annual indexation at EU HCPI.

### ○ Service Charges

Open Book System with annual reconciliation.

### ○ Utilities

For leased area – separately metered and payable by the tenant. For common areas – included in the Service Charge.

### ○ Incentives

Rent-free period (depends on leased area and lease length). Fit-out & cash contribution

### ○ Lease length

3-5 years (3 year leases usually accepted for assets not limited by bank financing); 7+ year leases for larger tenants

### ○ Break option

Mostly applicable in Y3/Y5 and followed by contractual penalty;. If not acceptable, area contraction options (up to 20-25% of the premises) might be agreed

### ○ Expansion

Most common approaches include Right of First Refusal (non binding) and fixed expansion option to take additional space in certain time

### ○ Lease guarantee

Bank guarantee or cash deposit equivalent of 3 months' gross rent (21% VAT to be added)

### ○ Insurance

Landlord covers costs of building insurance (recovered through service charge), tenant covers insurance of own premises, belongings and civil liability

### ○ Break option

Mostly applicable in Y3/Y5 and followed by contractual penalty;. If not acceptable, area contraction options (up to 20-25% of the premises) might be agreed

### ○ Base build delivery

Most landlords ready to execute tenant's fit-out works and to (partially) finance the works

### ○ Sqm / Work Station

Typically we calculate 10 Sqm gross per work station (that includes the common areas of the office); employers seeking an above-average comfort and social distancing in the office provide even 15-20 Sqm/work station

### ○ Typical floor plate

From 1,100 Sqm to 3,000 Sqm in new buildings

### ○ Phased occupancy

Phased occupancy is a common practice, especially in regards to the new SSC centres

# Standard Delivery – Class A Office



# Extra Costs



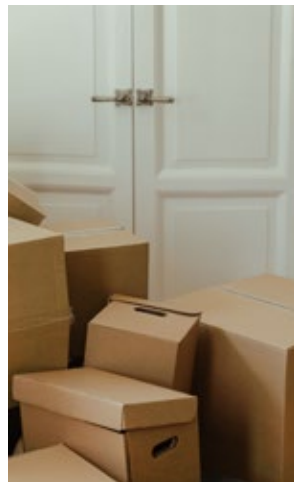
**Average security costs**

**35-50 €/sqm**



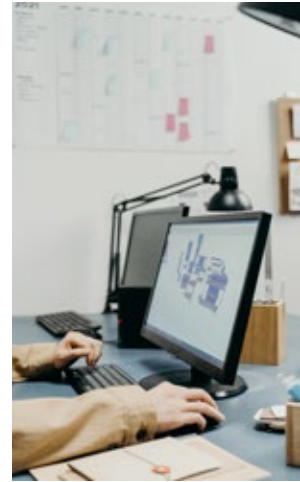
**Average relocation costs**

**5-8 €/sqm**



**Average technology costs**

**130-190 €/sqm**



**Average furniture costs**

**170-340/€ sqm**



**Average fit-out costs**

**400-805/€ sqm**





**Dedicated  
Team**



## Madalina Marinescu

**Head of Office Agency**

Tenant Representation, Romanian Market Strategic Negotiation & Office leasing

With over a decade of experience in the real estate industry, I have developed a comprehensive understanding of the office market, from leasing and sales to market analysis and team leadership. Over the years, I have successfully managed and expanded office portfolios, built strong client relationships, and delivered tailored real estate solutions to meet the evolving needs of businesses.

As Head of Office, I led teams in strategic decision-making, negotiating high-value contracts, and overseeing day-to-day operations. My leadership fostered a collaborative and results-driven environment, ensuring that all business goals were met and exceeded. My deep industry knowledge, coupled with my strategic approach to market trends, has allowed me to drive the growth and profitability of the office division.

**Major clients**

Honeywell, CGI, Adidas, Harman, CrowdStrike, P4cards, Acronis, McKinsey, Stryker, BAT, GMV, Randstad, Worldline, Eeze, MOL Romania.



## Simona Urse

**Associate Director**

With over 15 years of experience in global sales and real estate, Simona is specialized in providing tailored support for lease optimization, relocations, hybrid leases, and acquisitions.

Providing office relocations for multiple corporate clients to minimize operational disruptions, negotiating cost-saving lease terms for companies in search of office spaces, implementing flexible hybrid leases to accommodate evolving work environments, offering insightful market analyses to guide informed decisions, and efficiently managing office space renovations to meet specific client needs.

**Major clients**

Qualcomm, Sykes, Medtronic, HUF, Lactalis, Biocodex, Mayoly Spindler, Goldman Sachs, MOL, Braze, Vantive, Broadrige



# Track Record



## BUCHAREST

<b>ROHDE &amp; SCHWARZ</b>	Rhode & Schwarz Topex	RL
<b>Manpower</b>	Manpower	RL
<b>Medtronic</b>	Medtronic	RL
<b>SYNERGY</b>	Synergy Construct	NL
<b>Hanwha</b>	Hanwha	NL
<b>braze</b>	Braze	NL
<b>Honeywell</b>	Honeywell	RN
<b>BAT</b>	BAT	RN
<b>HARMAN</b>	Harman	RN
<b>gmV</b>	GMV	RN
<b>stryker</b>	Stryker	RL
<b>MOL</b>	MOL	RL
<b>WORLDLINE</b>	Worldline Business Services Romania	NL
<b>EEZE</b>	Eeze	NL

## REGIONAL

### Timisoara

<b>HUF</b>	HUF Romania	RL
<b>cognizant</b>	Cognizant	OG

### Cluj-Napoca

<b>Grab</b>	Grab	NL
<b>Broadridge</b>	Broadridge	RN

### Brasov

<b>SYKES</b>	SYKES	EX
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<b>RL</b>	Relocation	<b>NL</b>	New Lease
<b>EX</b>	Expansion	<b>OG</b>	On Going
<b>RN</b>	Renewal		





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