



# Exclusive Residential Agency Services

Capability Brochure







An International Associate of Savills

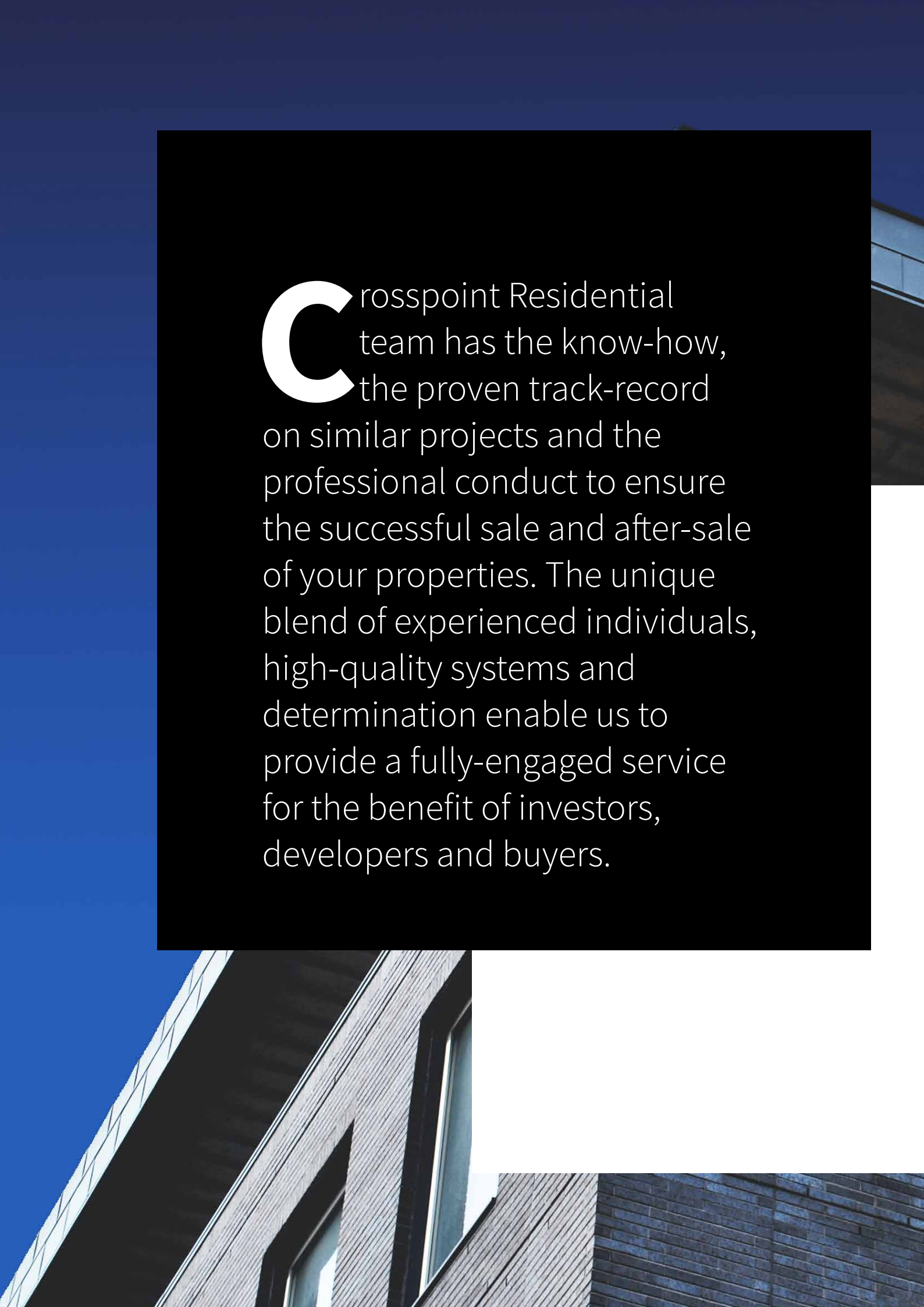


*Vanderful*



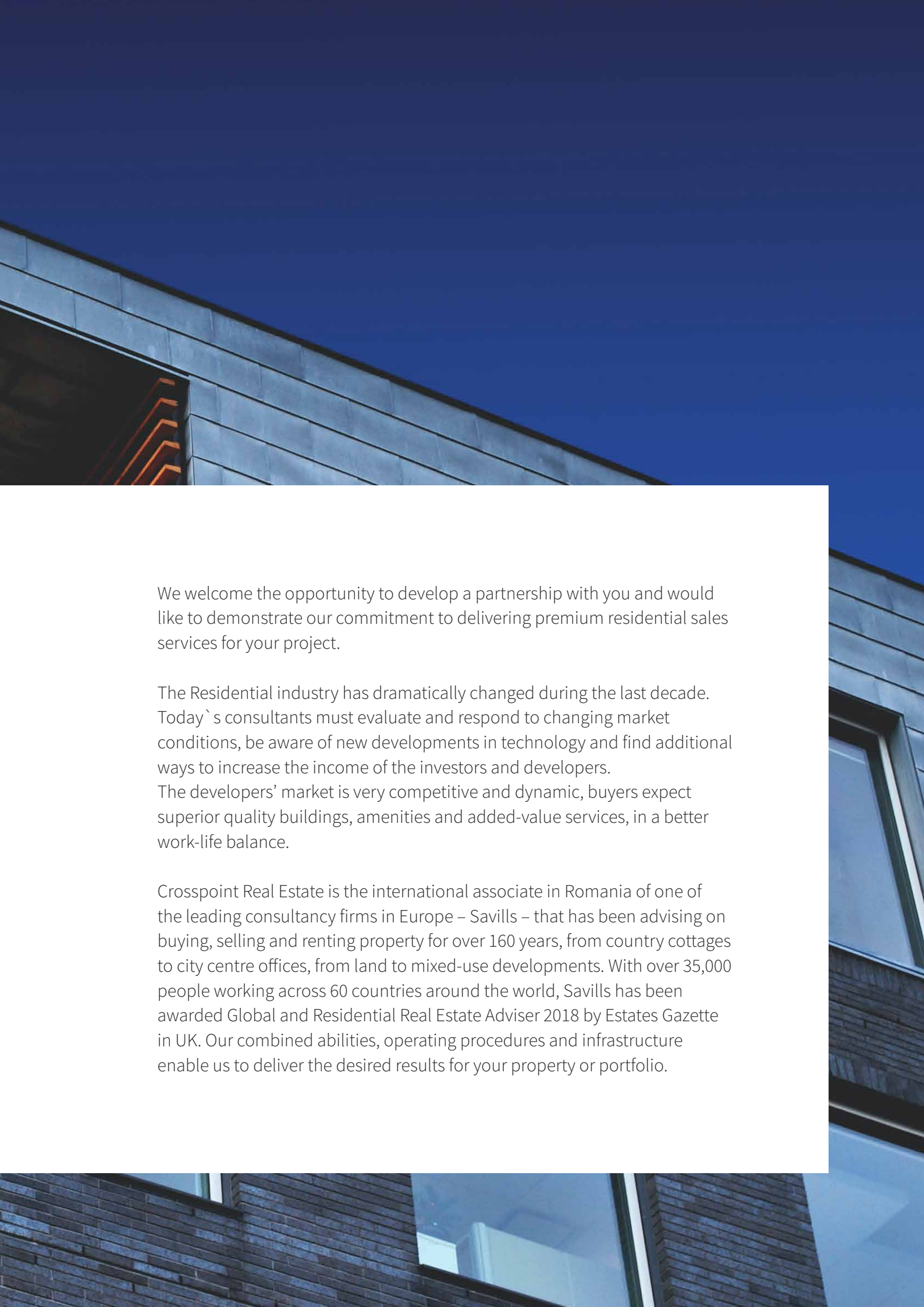






**C**rosspoint Residential team has the know-how, the proven track-record on similar projects and the professional conduct to ensure the successful sale and after-sale of your properties. The unique blend of experienced individuals, high-quality systems and determination enable us to provide a fully-engaged service for the benefit of investors, developers and buyers.





We welcome the opportunity to develop a partnership with you and would like to demonstrate our commitment to delivering premium residential sales services for your project.

The Residential industry has dramatically changed during the last decade. Today`s consultants must evaluate and respond to changing market conditions, be aware of new developments in technology and find additional ways to increase the income of the investors and developers. The developers` market is very competitive and dynamic, buyers expect superior quality buildings, amenities and added-value services, in a better work-life balance.

Crosspoint Real Estate is the international associate in Romania of one of the leading consultancy firms in Europe – Savills – that has been advising on buying, selling and renting property for over 160 years, from country cottages to city centre offices, from land to mixed-use developments. With over 35,000 people working across 60 countries around the world, Savills has been awarded Global and Residential Real Estate Adviser 2018 by Estates Gazette in UK. Our combined abilities, operating procedures and infrastructure enable us to deliver the desired results for your property or portfolio.



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A multi-story brick building with a grid of windows and a stone base with an arched entrance. The building features red brick walls, white decorative moldings, and large windows with dark frames. The ground floor is finished with light-colored stone blocks and has a prominent arched entrance with a dark, modern canopy. Bare trees are visible in the foreground.

# About Crosspoint Real Estate



**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.**

*“With almost two decades of experience, we are the experts that our clients reliably called upon for the largest and most prestigious real estate transactions, and we were always committed to their side of business, with every signed transaction. We grew together all these years, because we had the same objective – more well-developed, modern, and happy communities, no matter the nature of the real estate project that we contributed to. We aim to carry on our local work, to further invest in our expansion and legacy, constantly exceeding our own limits.”*

**Codrin Matei** - Principal Partner



**European Property Awards**  
London 2013



“ **Highly Commended Real Estate Agency Award** ”

**Highly Commended Property Consultancy Award** ”

- 2005** Office opening
- 18 YEARS** Solid real estate expertise
- 25** Members of the team
- 3** RICS members
-  Entrepreneurial approach & technology oriented
-  Multi-lingual team







## Our Services

From an initial investment banking & high-end residential consultancy company, recent years` market development and the adjacent opportunities brought a transformational period for Crosspoint to be a full-service commercial real estate advisory firm, active on all segments.

We use our key strengths, values and resources to deliver highest quality services for business across all real estate consultancy divisions.

CAPITAL MARKETS

OFFICE AGENCY

TENANT REPRESENTATION

INDUSTRIAL & LOGISTICS

RETAIL

RESIDENTIAL

VALUATION

RESEARCH

LAND & INVESTMENT



# About Savills

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savills







## Connecting People and Property since 1855

Savills plc. is now a global real estate services provider listed on the London Stock Exchange. The company provides consulting services and advice (such as valuation, building consultancy, project management, environmental consultancy, landlord and tenant, planning, strategic projects and research) in connection with commercial, residential and agricultural properties, property-related financial services and investment management, which includes investment management for institutional or professional investors.

Commercial advisory firm Crosspoint Real Estate has formed a partnership with the international real estate advisor Savills in Romania, in order to support Savills' continued expansion across Central and Eastern Europe (CEE) following the recent opening of an office in the Czech Republic and the steady expansion of its business in Poland, which currently incorporates four offices and more than 120 employees.

*Savills advises corporate, institutional and private clients seeking to acquire, lease, develop or realise the value of prime residential and commercial property in the world's key locations.*





# Savills European Offices





# Savills

## European Residential Offices

**Austria**  
Vienna

**Bulgaria**  
Sofia

**Cyprus**  
Cyprus

**Croatia**  
Dubrovnik

**Czech Republic**  
Prague

**France**  
Aubterre-sur-Dronne  
Cannes  
Cap d'Antibes  
Charroux  
Cordes sur Ciel  
Courchevel  
Cussac  
Eymet  
Jonzac  
Méribel  
Monsegur  
Montaigu de Quercy  
Montflanquin

Montmorillon  
Morzine  
Nice  
Paris (3)  
Piegut Pluviers  
Saint Jean Cap Ferrat  
Saint Tropez  
Tournon d'Agenais  
Valbonne  
Verteillac  
Verteuil

**Gibraltar**  
Gibraltar

**Greece**  
Athens (2)

**Italy**  
Lake Como  
Liguria (2)  
Rome (2)  
Southern Tuscany  
Tuscany  
Umbria  
Venice

**Monaco**  
Monaco

**Montenegro**  
Kotor

**Portugal**  
Loule  
Quinta do Lago  
Vale de Lobo

**Russia**  
Moscow (2)

**Serbia**  
Belgrade

**Spain**  
Alicante  
Barcelona (3)  
Cádiz  
Costa Brava  
Escaldes  
Girona  
Ibiza

Madrid  
Malaga  
Mallorca (3)  
Marbella  
Menorca  
Pontevedra  
Sitges  
Sotogrande, Cádiz  
Tarragona  
Valencia

**Switzerland**  
Geneva  
Lausanne

UK, Ireland &  
Channel Islands

**116**  
Offices

Europe

**75**  
Offices





# **Our Strategic Sales & Marketing Approach**





## Understanding the objectives of our client

### PERMITS

A smooth permitting process, reliable advice during the design and construction process

### PROS

Experienced and professional sales team who can deliver services and cope with all the inconveniences in accordance with your company's excellency

### MARKET

A detailed understanding of the market and creating the right product in accordance to market's demands and trends

# CLIENT

### PROFIT

A sustained rhythm of sales in accordance with the construction stages and adapting the prices to obtain maximum profitability

### INITIATIVE

Pro-active approach of the sales team, with responsibilities in all stages of the project

### IMAGE

Maintaining the strong positioning on the development market which translates into buyer satisfaction

### REPORTS

Timely reporting which provides the most important information to you, keeping you up to date with the market trends, competition, and status of the negotiations with clients, in a very transparent matter



## Strategic steps for an efficient **SALE** process

### 01

#### LOCATION ANALYSIS

Collecting in-depth market data

- Surroundings
- PUZ, PUG analysis
- State of permits of the project
- Residential, office, retail projects in the area
- Access & public transport connectivity
- Infrastructure current and planned improvements
- Amenities in the area

### 02

#### COMPETITION ANALYSIS

- Apartment mix
- Plans
- Pricing
- Construction materials & finishes
- SWOT analysis

### 03

#### SWOT ANALYSIS

Analysis of the project and feedback

- In-depth analysis of the project in comparison with the competition, strengths, weaknesses, opportunities, threats
- Recommendations for optimizing the product in terms of layouts, finishes, pricing



## 04

### PRICING STRATEGY

- Creating the price list for every apartment, parking, storage
- Agreeing a discount policy, coupled with the marketing strategy
- Final estimated value of the project
- Creating the sales plan, part of the agency contract, in accordance with the construction phases and seasonality of sales stages

## 05

### MARKETING STRATEGY

- Creating the marketing plan together with the advertising agency (media plan including online, outdoor etc.)
- Setting the marketing budget as part of the contract
- Signing contracts with the agencies (digital, outdoor etc.)
- Brand identity
- Sales tool kit (plans, brochure/flyer, renderings etc.)
- Website development

## 08

### CLOSING

- Signing final contracts
- Overseeing and finalizing the procedures for the clients who applied for financing
- Turnkey handover of the apartments
- Collecting the final payments from the clients
- Closing contracts
- Final reporting to the developer

## 07

### NEGOTIATIONS

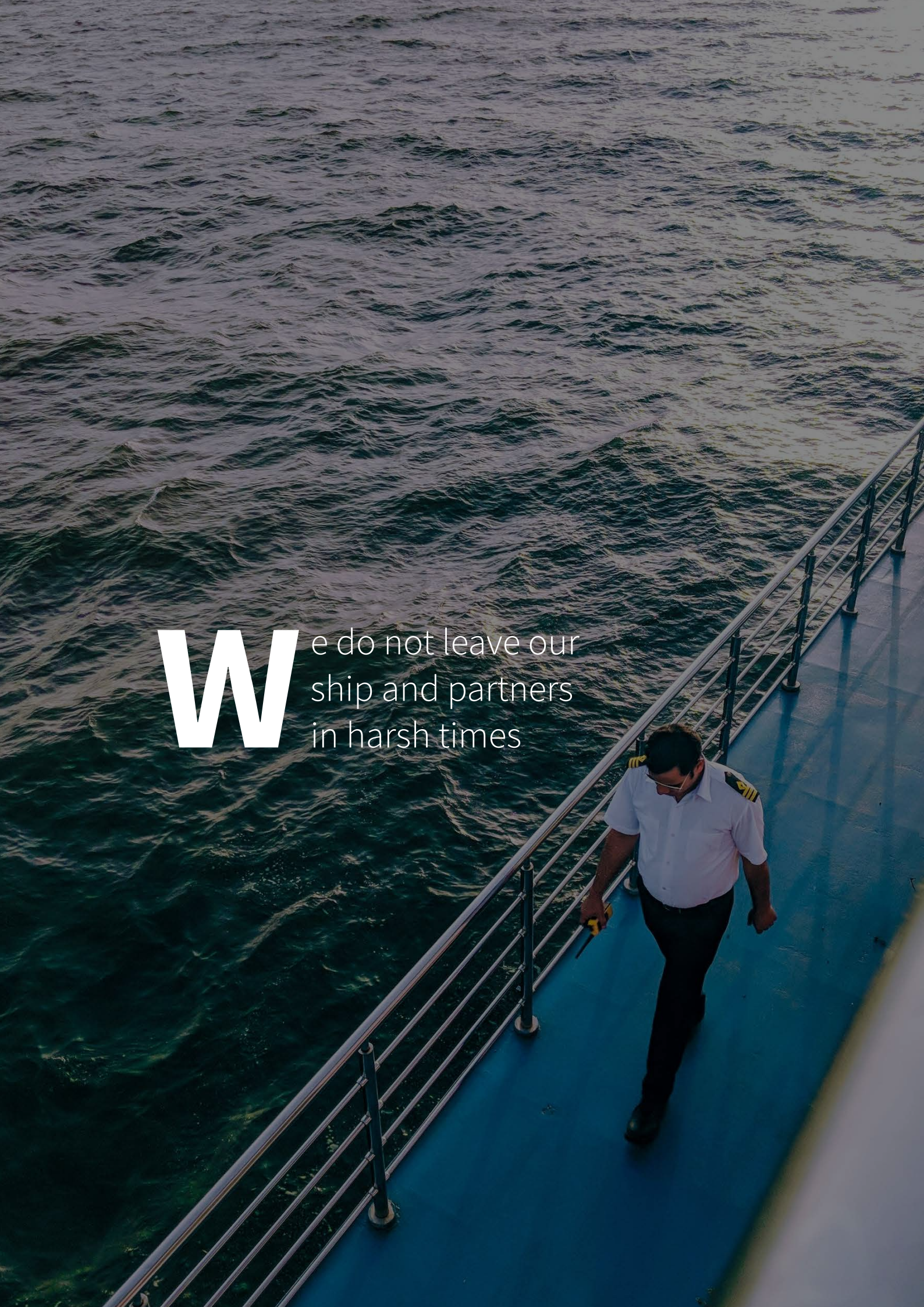
- Setting up meetings, viewings
- Signing reservations
- Negotiations of the draft pre-contracts and clauses
- Follow-up with clients that have signed reservations and pre-contracts
- Consultancy regarding financing solutions
- Constant reporting of the status of sales with the developer

## 06

### LAUNCH

- Launching the sales & marketing campaigns
- Analysis of the results
- Constant monitoring and fine tuning
- Reporting to the developer



A high-angle photograph of a ship's deck. A man in a white captain's uniform with gold stripes on his shoulders is walking along a blue-painted deck. He is holding a yellow-handled tool. The deck is bordered by a stainless steel railing. The sea is dark and choppy with white-capped waves. The lighting is soft, suggesting dawn or dusk.

**W**e do not leave our  
ship and partners  
in harsh times



## Portfolio packages

Crosspoint Real Estate has an extensive database of private and institutional potential investors, with interest in this type of property.

The company has extensive capital markets know-how and experience in selling portfolio packages in the off-plan stage.

Crosspoint Real Estate has now extended its services by creating a PRS division which specializes in finding the ideal long - term rental property for both corporate and private clients in the most sought-after residential areas.

*The passion and determination of taking part in the process of turning an idea into reality is the very reason why we have created the company in 2005. The company has advised both international and local investors, developers, contractors in all stages of the development process, from land scouting to permitting, from inception to completion of the projects.*







# STAGE I

## Preparation of the campaign

- Brand identity
- Analysis of the target clients and setting the positioning of the project
- Brochure/flyer creation
- Website development
- Finalizing external and internal renderings for social media
- Floor plans - 3D modifications
- Google Ads, Facebook Ads campaigns set-up
- Setting up the marketing strategy and media plan
- Media buying (outdoor, indoor, online, print)- securing locations, negotiations, signing contracts

## Marketing Approach

### STAGE II

#### Intensive marketing

- Website deployment
- Google & Facebook Ads campaigns deployment and constant monitoring and optimization
- Property websites listing: imobiliare.ro, crosspoint-imobiliare.ro
- Outdoor in the vicinity of the project (rented boards)
- Mesh on the building
- Hoarding
- PR (press releases)
- E-marketing: newsletters to Crosspoint database
- Optional:
  - Real estate fairs: Imobiliarium / Salonul Imobiliar
  - Online advertising (news, sports websites etc.) to create awareness
  - Press advertising
  - 3D animated video
  - Sponsoring business & real estate events (real estate galas, conferences)
  - Radio stations: activations
  - Transit advertising: branded buses
  - Indoor (office buildings, metro stations)

### STAGE III

#### Final stage

- Google & Facebook Ads campaigns
- Property websites listings: imobiliare.ro, crosspoint-imobiliare.ro
- Hoarding
- Outdoor on major access routes
- Newsletter
- Model apartment & showroom
- Optional:
  - Professional pictures of the project
  - Real estate fairs: Imobiliarium, Salonul Imobiliar
  - Sponsoring business & real estate events (real estate galas, conferences)
  - Online advertising (news, sports websites etc.)
  - Press advertising
  - Indoor (office buildings, metro stations)





## LMS

Lead Management System

### 01. AUTOMATION

Lead-registration mechanism –from all agencies (date, time, name, email, phone no.). Fair-play approach

### 02. TRANSPARENCY

All the leads are transferred to the developer

### 03. OPTIMIZING FUTURE PHASES

Reporting (client requests, preferences, objections). Will help with optimization of the future development phases and investment

### 04. LIVE STATUS

Real time lead status (email notifications)

### 05. COST-EFFECTIVE

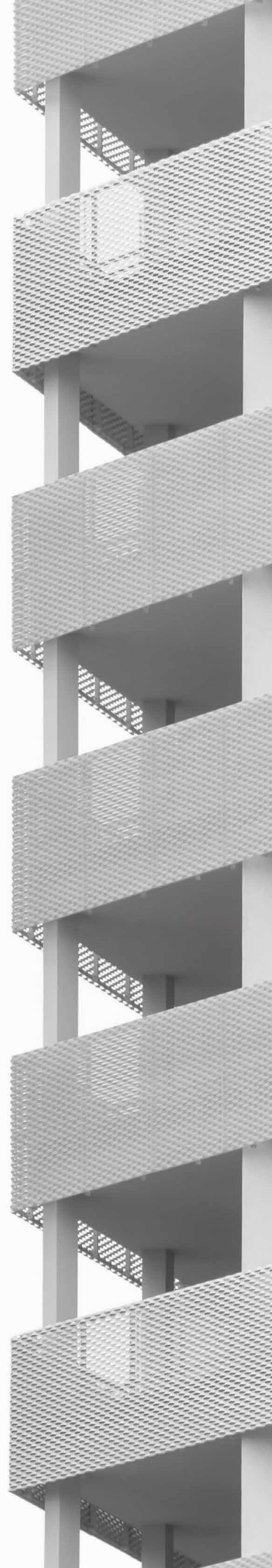
Marketing campaign optimization (a clear evidence of the most effective and lead-generating marketing channels)

# Lead Management System (LMS)

## For newly built apartments

LMS is a multi-project, multi-user lead management system which allows the agents/managers/developers to:

- Be in full control for the sales process
- Have different access rights according to the role in the project
- Monitor real-time information regarding the status of apartments in the project
- Have access to the whole history of the interactions related to each property
- Evaluate conversion rates of leads
- Provide up-to-date periodic reports (daily, weekly, custom) on the sales dynamics (ex. new leads depending on the source: billboard, Google Ads, Facebook and other).





# Our Clients







# Track Record

**4,500+** medium-up residential units sold to date

**4,000+** residential projects sold in exclusivity and non-exclusivity

**40%** pre-sales results

**30,000+** personal clients and investors database

**Eur100 mil.+** total volume of residential transactions in 2022



# Why Crosspoint?

An International Associate of **Savills**

Senior Sales force and a dedicated team with extensive experience in similar projects and a highly professional conduct

Involvement in the sales process from beginning to end, with full focus on achieving the sales goals

Innovative Marketing & Sales instruments that lead to efficient sales campaigns

Premium service, as reflected in the quality of our clientele and long-term business relations

Access to investors through the capital market business line which we can address for sales of portfolios of apartments

Integrated marketing management

Database of buyers in the area that can further recommend the company

Partnership with financial institution – Kiwi Finance, Credit Bonus

Experience in collaborating with other real estate agencies

- Strong integrated market research capabilities on all segments:

Office  
Residential  
Retail  
Industrial  
Land

- Soft skills:

Communication  
Negotiation



# Selection of Exclusive Projects

## NOVUM 56



**Client:** NOVUM INVEST  
**Total no. of apartments:** 679  
**Location :** West Bucharest

## QUARTIER DU NORD



**Client:** COMNORD Development  
**Total no. of apartments:** 129  
**Location :** Pipera, North Bucharest

## THE LEVEL



**Client:** REDPORT PROPERTIES  
**Total no. of apartments:** 45  
**Location:** Străulești, Central-North Bucharest

## CITYLIFE RESIDENCES



**Client:** KING PROPERTIES  
**Total no. of apartments:** 60  
**Location :** Morarilor, East Bucharest

## THE MANSION



**Client:** CRISTIAN IANCU  
**Total no. of apartments:** 7  
**Location:** Floreasca, North Bucharest

## ONE HERĂSTRĂU PLAZA



**Client:** ONE UNITED  
**Total no. of apartments:** 147  
**Location:** Aviației, North Bucharest

## PREMIO



**Client:** NUSCO IMOBILIARA  
**Total no. of apartments:** 32  
**Location:** Universitate, Central Bucharest



# Case Study

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Quartier

AZUGA  
by SIC PARTNERS

Doamna Ghica, North-Eastern Bucharest



## CLIENT

STC PARTNERS

## DATE OF MANDATE

Q2, 2022

## MANDATE OBJECT

Exclusive sale of the project.

## CHALLENGE

Quartier Azuga residential compound has over 200 new apartments, in five buildings, developed in two phases, the first phase started in Q2 2022, and its completion is expected in Q1 2024, while the second phase will be completed at the beginning of 2025.

## DEAL SIZE

20.000.000 euros + VAT

## BACKGROUND

STC Partners continues the success story of Quartier Gramont, the boutique project near the Palace of Parliament, completed and sold out in 2021. The developer team is composed of experienced professionals and collaborates with companies with an exceptional reputation in the industry to successfully deliver projects.

## SCOPE OF WORK

*Online marketing strategy, constant fine-tuning and feedback to the digital marketing agency*  
*Consultancy regarding the marketing strategy*  
*Consultancy in creating online campaigns together with the developer and the digital marketing agency*  
*Presentation of the project in English to attract investors*  
*Marketing monitoring (direct competition and market positioning of projects)*  
*Marketing strategy and full implementation*  
*Use of dedicated Crosspoint marketing channels*  
*Using the Crosspoint contact database*  
*Dedicated sales team 24/7*  
*Development and implementation of sales strategy, from the initial stage of the project*  
*Legal assistance*  
*Constant analysis and reporting to the developer*



# Case Study

## NUSCO

CITY

Aviatiei/Floreasca, North Bucharest



## CLIENT

Nusco Real Estate is among the largest real estate players from Romania. The company is building residential compounds, office buildings and commercial parks.

## DATE OF MANDATE

Q4, 2020

## MANDATE OBJECT

Exclusive sale of the project.

## CHALLENGE

The project was launched during the health crisis, in a market where there is a lot of uncertainty. The project has in the first phase 310 apartments, and in the summer of 2021 another 310 apartments will be launched for sale.

## DEAL SIZE

74.000.000 euros + VAT

## BACKGROUND

The company envisages developing significant urban areas by designing and building residential compounds, office buildings and commercial parks of modern conception, inspired by quality and sustainability principles for the environment. The NUSCO IMOBILIARA Company also performs investments with profit in the field of retail sales, offices and tourist compounds on the European market. In its history, the pursued objectives of capitalizing and developing the own portfolio enabled it to gain the part of a benchmark player in the real estate development in Bucharest. The NUSCO IMOBILIARA Company performs on own behalf the management and furtherance of the estates under its property in order to constantly improve the performances of investments.

## SCOPE OF WORK

*Online marketing strategy, constant fine-tuning and feedback to the digital marketing agency*  
*Consultancy regarding the marketing strategy*  
*Consultancy in creating online campaigns together with the developer and the digital marketing agency*  
*Presentation of the project in English to attract investors*  
*Marketing monitoring (direct competition and market positioning of projects)*  
*Marketing strategy and full implementation*  
*Use of dedicated Crosspoint marketing channels*  
*Using the Crosspoint contact database*  
*Dedicated sales team 24/7*  
*Development and implementation of sales strategy, from the initial stage of the project*  
*Legal assistance*  
*Constant analysis and reporting to the developer*



# Case Study

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13 Septembrie, West Bucharest



## CLIENT

NEPI Rockcastle is the premier owner and operator of shopping centres in Central and Eastern Europe (CEE), with presence in nine countries and an investment portfolio of over €5.8 billion.

## DATE OF MANDATE

Q4, 2021

## OBJECT OF THE MANDATE

Exclusive sale of the project.

## CHALLENGE

The project was launched few months before the Ukrainian-Russian conflict fact which made us adapt to the new market changes and deal with a lot of uncertainty.

The project has 254 apartments.

## DEAL SIZE

34.000.000 euros + VAT

## BACKGROUND

NEPI Rockcastle is the largest investor and developer of shopping malls in Central and Eastern Europe, including Romania.

The first NEPI Residential project means a solid, long-term own investment and reflects the group's confidence in the versatility and attractiveness of mixed projects - retail, office, residential.

## SCOPE OF WORK

*Consultancy regarding the design/surfaces of the apartments*

*Consultancy regarding the construction materials and the finishings of the apartments*

*Consultancy regarding the exterior amenities and facilities*

*Online marketing strategy, constant fine-tuning and feedback to the digital marketing agency*

*Consultancy regarding the marketing strategy*

*Consultancy in creating online campaigns together with the developer and the digital marketing agency*

*Marketing monitoring (direct competition and market positioning of projects)*

*Marketing strategy and full implementation*

*Use of dedicated Crosspoint marketing channels*

*Using the Crosspoint contact database*

*Dedicated sales team 24/7*

*Development and implementation of sales strategy, from the initial stage of the project*

*Legal assistance*

*Constant analysis and reporting to the developer*



# Case study

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*Premia* by **NUSCO**  
IMOBILIARA  
EXCLUSIVE CITY CENTER APARTMENTS

Universitate, Central Bucharest - 13 Logofăt Luca Stroici St.



## CLIENT

Nusco Imobiliara is among the largest real estate players from Romania. The company is building residential compounds, office buildings and commercial parks.

## DATE

Q4 2018

## MANDATE SCOPE

Pre-sales in the off-plan stage

## CHALLENGE

Because of the legal status of the project and due to its location in a protected area of the city, most of the legal procedures for the final reception were difficult to complete.

## DEAL SIZE

9,100,000 € + VAT

## BACKGROUND

The company envisages developing significant urban areas by designing and building residential compounds, office buildings and commercial parks of modern conception, inspired by quality and sustainability principles for the environment. The NUSCO IMOBILIARA Company also performs investments with profit in the field of retail sales, offices and tourist compounds on the European market. In its history, the pursued objectives of capitalizing and developing the own portfolio enabled it to gain the part of a benchmark player in the real estate development in Bucharest. The NUSCO IMOBILIARA Company performs on own behalf the management and furtherance of the estates under its property in order to constantly improve the performances of investments.

## SCOPE OF WORK

Marketing monitoring (direct & potential competition & project positioning on the market)  
Marketing strategy and full management & implementation  
Graphic design works through an external agency, project presentation materials  
Use of Crosspoint marketing channels  
Property listing on top real estate portals on the market  
Use of Crosspoint database of contacts  
24/7 dedicated sales team  
Elaboration & implementation of the sales strategy, from the project initial stage  
Legal assistance  
Constant project review & reporting to the developer



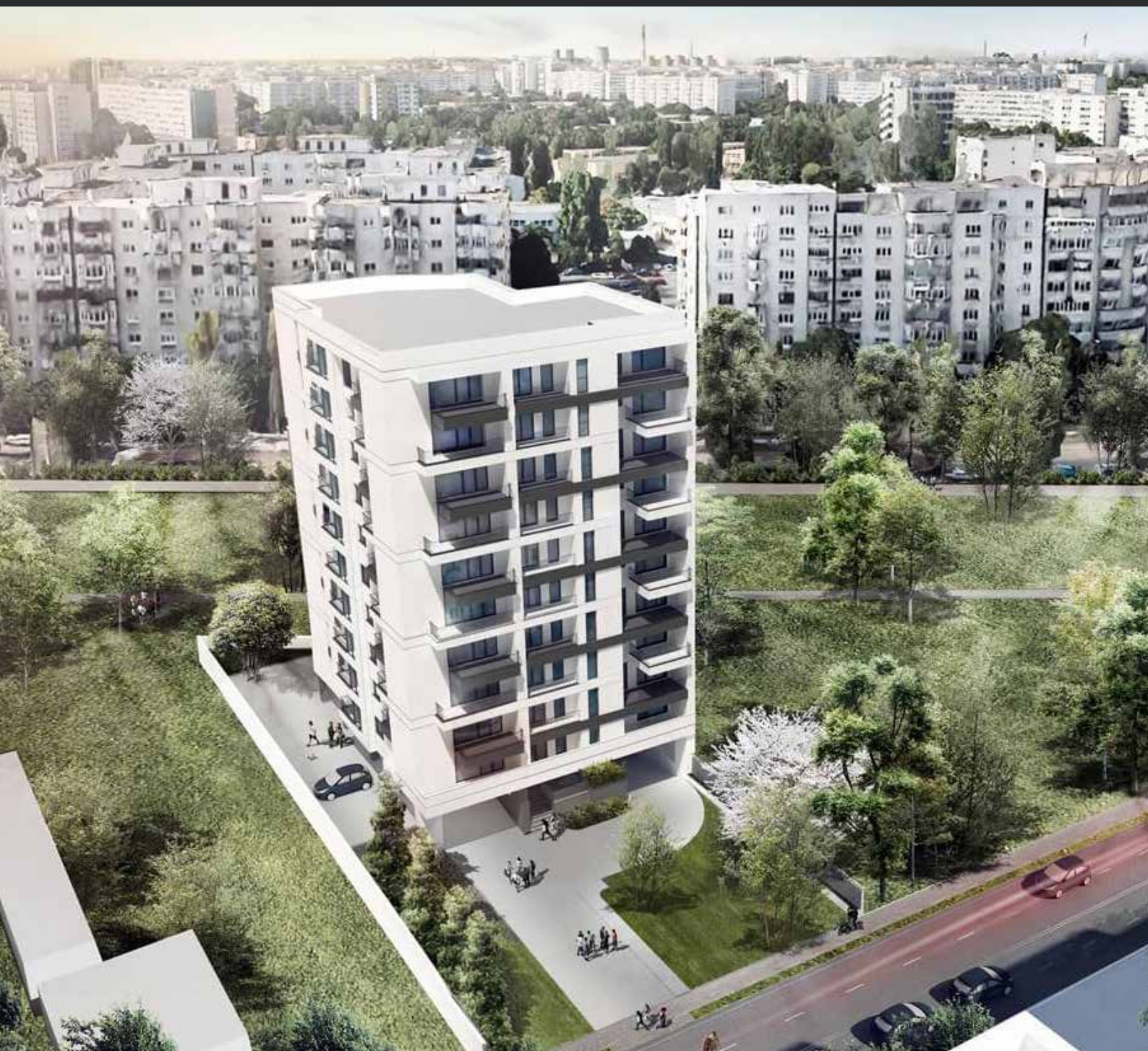
# Case study

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CityLife Residences

Morarilor-Titan, East Bucharest - 4 Soseaua Vergului



## CLIENT

King Properties

## DATE

Q1 2019

## MANDATE SCOPE

Exclusive sale of the project

## CHALLENGE

The project with 60 units was already under construction and only 5 units were sold in one year since the start of the construction works.

## VALUE OF THE PROJECT

4,708,000 € + VAT

## BACKGROUND

CityLife Residences is the project developed by King Properties, an international company with more than 10 years of experience in the field of design and construction of residential projects, as well as mixed-use projects: office, residential, commercial, in Romania (Bucharest and Timisoara) and in UK. Among the most recent projects we can mention the mixed-use project in Timisoara with 35,000 sqm built area (223 apartments, 1,800 sqm of offices and 2,400 sqm retail spaces) and two elegant residential boutique projects in Bucharest, of 33 and 34 apartments respectively, situated in Piata Sudului and Carol Park.

## SCOPE OF WORK

Analysis of direct & potential competition and project re-positioning on the market  
Website redesign  
Online marketing strategy corelated with the sales plan constant monitoring  
Consultancy on final external and internal renderings for social media campaign  
Creation of a new Facebook page  
Presentation of the project in English for bank financing  
4 meshes on the building  
Use of Crosspoint marketing channels (website)  
Property listing on top real estate portals  
24/7 dedicated sales team  
Elaboration & implementation of the sales strategy, from the project initial stage  
Legal assistance  
Constant project review & reporting to the developer



# Case study

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**THE LEVEL**  
URBAN CONCEPT APARTMENTS ■ STRĂULEȘTI

Straulesti, Central-North Bucharest - 15C Intrarea Straulesti



## CLIENT

Redport Properties

## DATE

Q1 2019

## MANDATE SCOPE

Exclusive sale of the project

## CHALLENGE

This represents the first development project of the client, which includes 45 units of 2 and 3 rooms.

## VALUE OF THE PROJECT

5,402,000 € + VAT

## BACKGROUND

Redport Properties is a new-entry real estate development company created by Cristian Savu, partner at Savu Cristescu & Asociatii Attorneys-at-Law, with extensive experience in real estate legal counseling. The company covers a wide variety of branches in matters of dispute resolution, legal consultancy and debt collecting. With an experience of over 18 years in areas such as such as real estate law, commercial and corporate law, mergers and acquisitions, project development and financing, litigation and arbitration, debt recovery and insolvency, Savu Cristescu & Asociatii lawyers provide a fresh overview and a rich expertise, committed to excellence, integrity, dedication and respect.

## SCOPE OF WORK

Analysis of direct & potential competition & project re-positioning on the market  
Branding  
Website design  
Flyer design and print for real estate fairs  
Online marketing strategy corelated with the sales plan constant monitoring  
Mesh on the building  
Use of Crosspoint marketing channels (website)  
Property listing on top real estate portals  
24/7 dedicated sales team  
Stand creation & participation to real estate fairs  
Elaboration & implementation of the sales strategy, from the project initial stage  
Legal assistance  
Constant project review & reporting to the developer



# Selection of notable deals

## Land for Residential Developments

In 2022, Crosspoint has assisted transactions with land plots with a total value of over **50 million €**.

### FABRICA DE GLUCOZA



 **SIZE**  
12,000 sqm

 **LOCATION**  
Bucharest

 **VALUE OF THE TRANSACTION**  
14 M€

### PARCULUI 20



 **SIZE**  
15,334 sqm

 **LOCATION**  
Bucharest

 **VALUE OF THE TRANSACTION**  
3.7 M€



## ONE PENINSULA



**SIZE**  
25,000 sqm



**LOCATION**  
Bucharest



**VALUE OF THE  
TRANSACTION**  
18.3 M€





# Dedicated Team



**Oana Popescu**  
Head of Residential  
oana.popescu@crosspoint.com.ro

Over 13 years of real estate expertise  
Provides comprehensive development advisory and agency services to land owners, tenants, developers and investors



**Alin Popa**  
Business Development Director, Residential  
alin.popa@crosspoint.com.ro

Over 10 years of experience in real estate.  
In 2020-2021, he sold over 250 apartments in new residential compounds



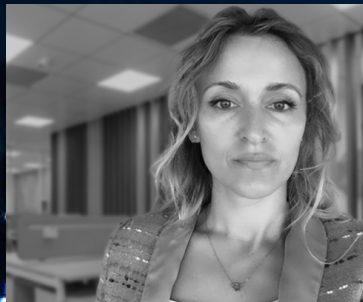
**Mădălina Bostan**  
Senior Account Manager, Residential  
madalina.bostan@crosspoint.com.ro

Over 8 years of experience in real estate sales working on residential projects (Central Apartments Tineretului, Liviu Rebreanu Apartments, Empire Residence, Family Residence, Class Park, Urban Address 179-181, Nusco City)



**Alexandra Nistor**  
Senior Account Manager, Residential  
alexandra.nistor@crosspoint.com.ro

Over 13 years of experience in real estate sales focused in Northern Bucharest (Natura Residence, La Gloire, Trastevere)  
6 years of experience in residential property management



**Victoria Ardelean**  
Senior Account Manager, Residential  
victoria.ardelean@crosspoint.com.ro

Over 7 years of experience in real estate sales working as an independent realtor on residential projects (Floreasca Residence, Capital Herastrau)  
Joined the Crosspoint team in February 2019



**Alexandru Stoica**  
Senior Account Manager, Residential  
alexandru.stoica@crosspoint.com.ro

Joined Crosspoint team in November 2021  
4 years of experience in civil constructions and in legal domain  
Over 3 years of experience in management and real estate, on free market, selling units in premium areas of Bucharest: Herăstrău, Aviatorilor, Primăverii, Floreasca and Kiseleff



**Andrei Nicolae**  
**Senior Account Manager, Residential**  
[andrei.nicolae@crosspoint.com.ro](mailto:andrei.nicolae@crosspoint.com.ro)  
 3+ years experience in architecture, graduated from Ion Mincu University of Architecture and Urbanism, 9 years experience in real estate, on the free market, selling units in Northern Bucharest



**Andra Seiliuc**  
**Senior Account Manager, Residential**  
[andra.seiliuc@crosspoint.com.ro](mailto:andra.seiliuc@crosspoint.com.ro)  
 Over 2 years of experience in real estate sales working on residential projects (Open Market & Vulcan Residence).



**Alex Berila**  
**Senior Leasing Manager, Residential**  
[alex.berila@crosspoint.com.ro](mailto:alex.berila@crosspoint.com.ro)  
 Over 10 years of experience in real estate. In 2020-2022, he sold and rented over 100 apartments in new residential compounds. Strong corporate background.



**Anca Wahler**  
**Senior Leasing Manager, Residential**  
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Over 4 years of experience and achievements in the real estate market, and 7 years of experience in banking. Has joined the Crosspoint team in 2023 and she specializes in the Private Rented Sector and also advises multinational companies, embassies, international schools on purchases and rentals for expats.



**Ilinca Timofte**  
**Head of Research**  
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Over 10 years in market research Has joined the Crosspoint team in 2016 and became head of the department in 2022. She has previously worked for KPMG



**Cristina Gicu**  
**Graphic Designer**  
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Joined the Crosspoint team in 2020 4+ years experience in real estate, her area of expertise includes customer experience, retail consultancy, as well as developing and creating marketing materials



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