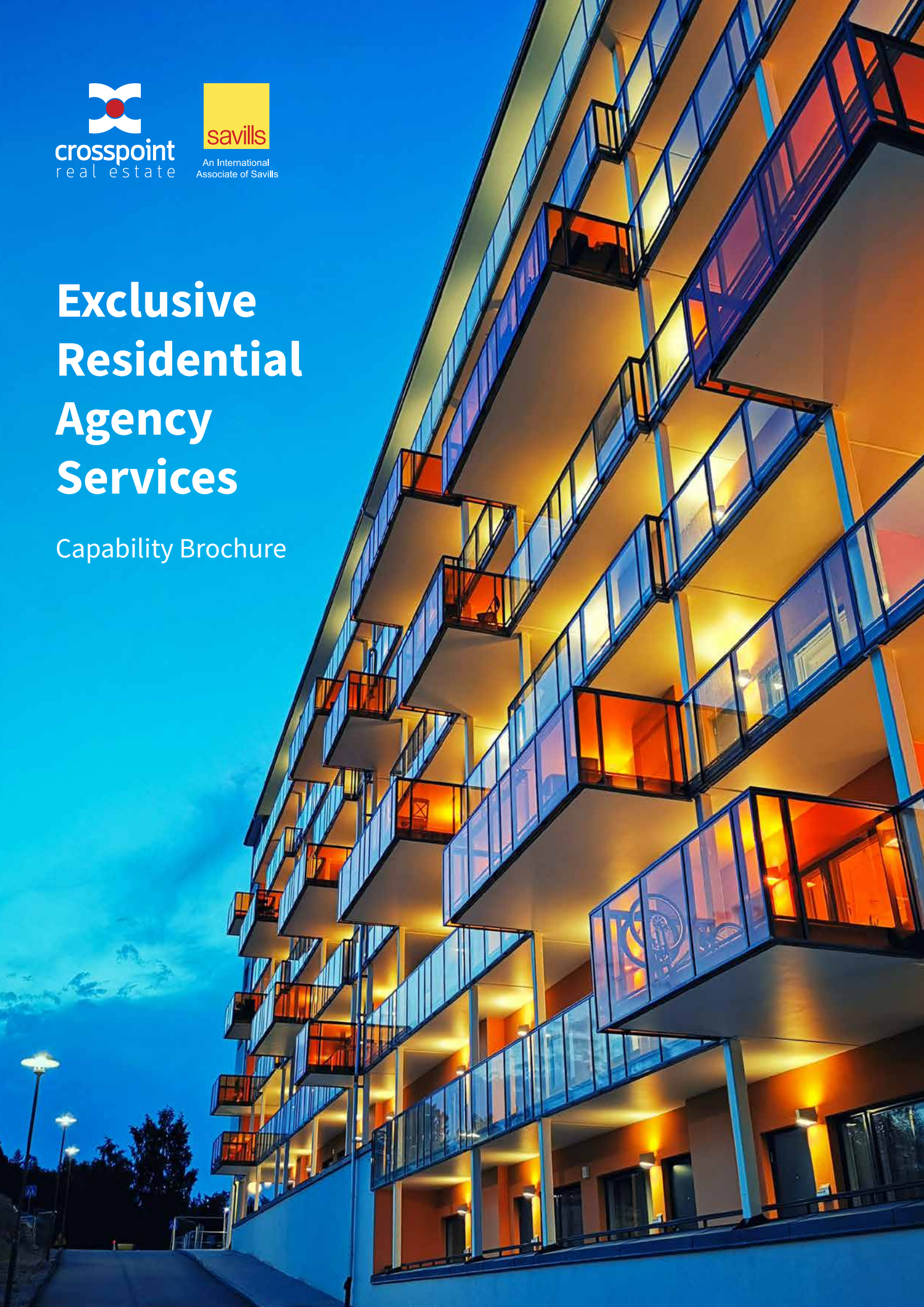




Exclusive Residential Agency Services

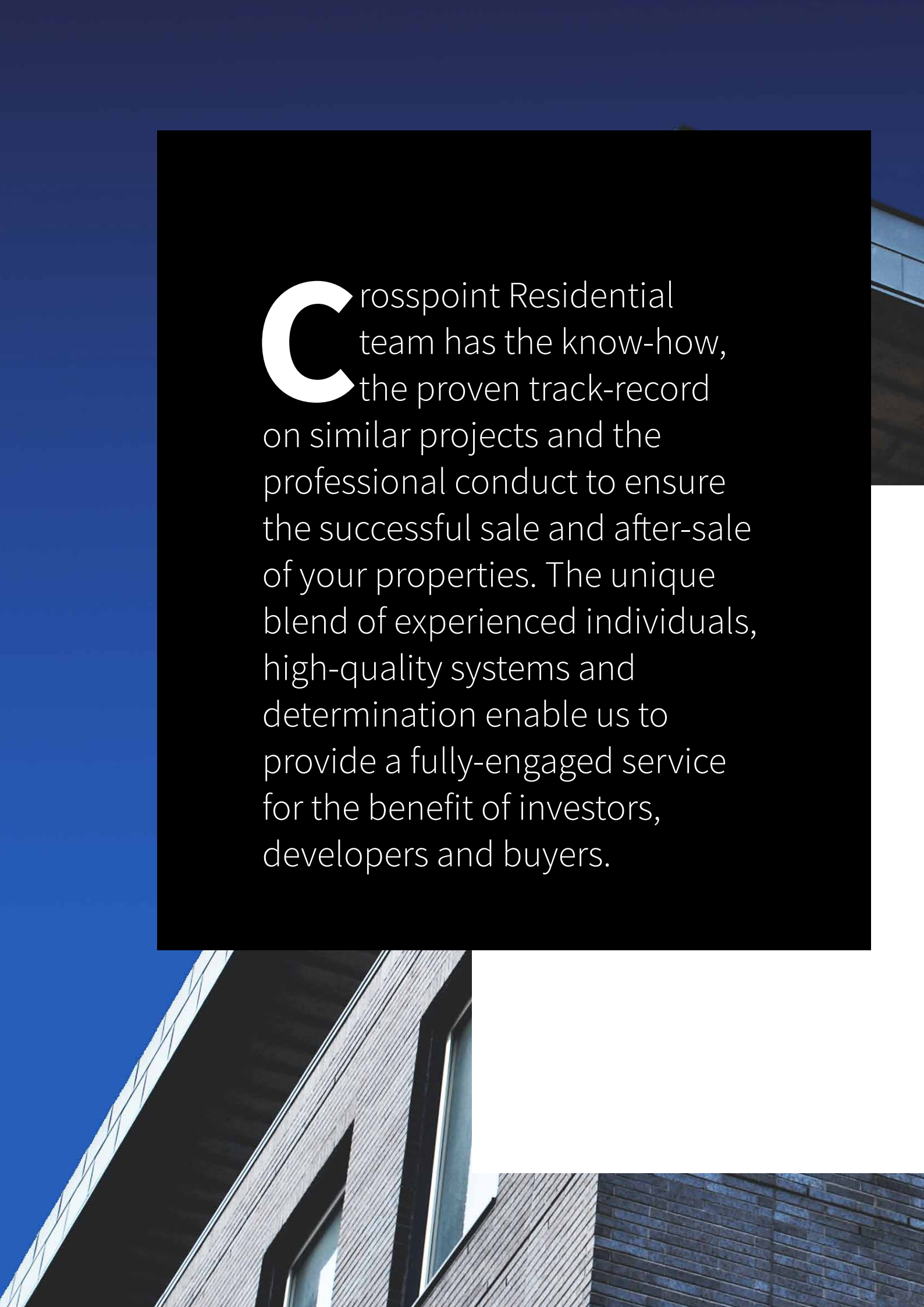
Capability Brochure



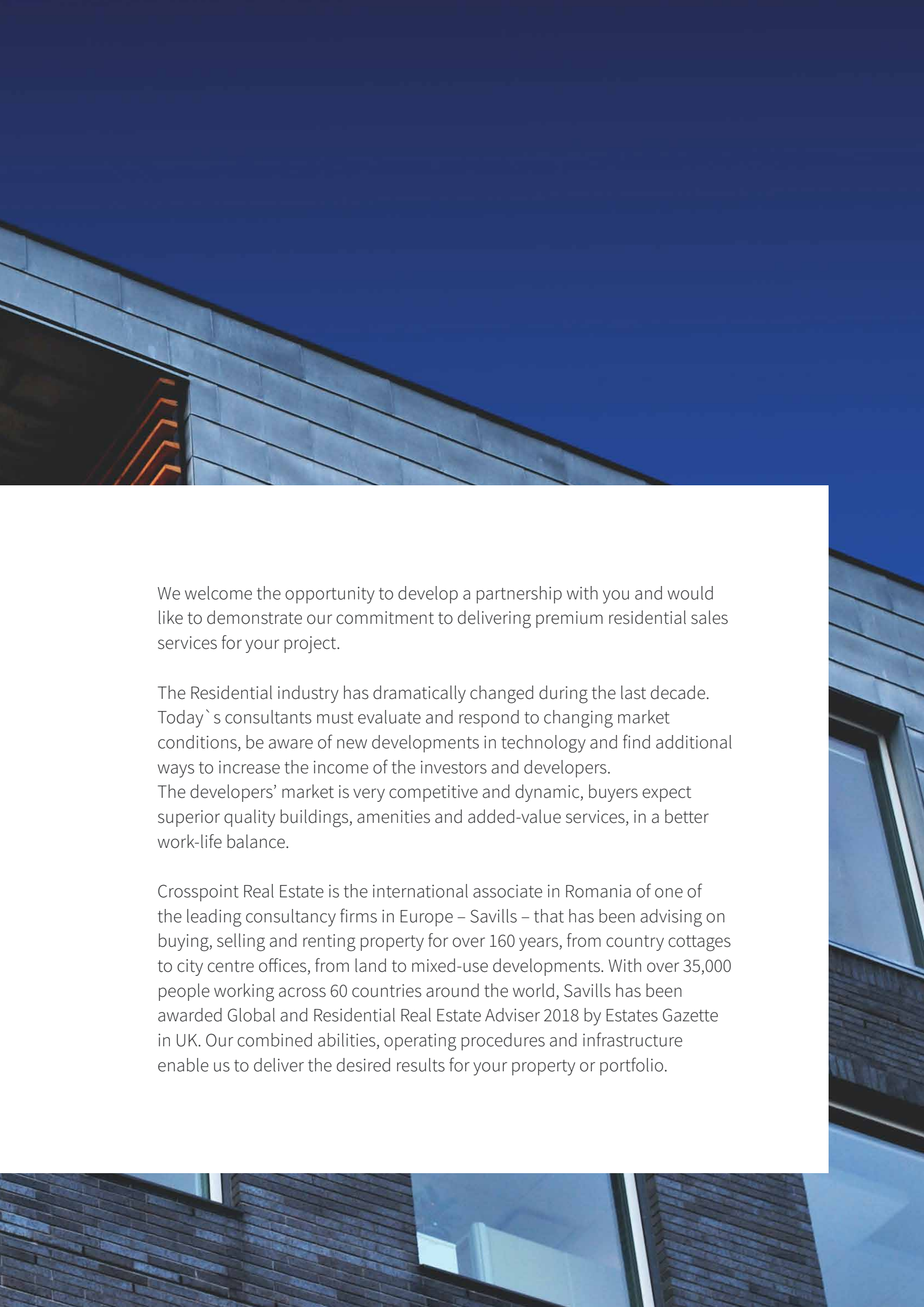


Vanderful





Crosspoint 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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Real Estate

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3 Our Strategic
Sales & Marketing
Approach

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5 Track Record

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6 Dedicated Team

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A photograph of a multi-story brick building with a classical architectural style. The building features red brick walls, white decorative moldings, and large, dark-framed windows. A modern, green, canopy-like entrance structure is visible at the bottom center. The address number '240' is visible on the wall below the canopy. A yellow rectangular box is overlaid on the upper left portion of the image, containing the text 'About Crosspoint Real Estate'.

About Crosspoint Real Estate

For two decades, Crosspoint Real Estate has been a driving force in Romania's market, delivering expert consultancy and financial solutions in areas such as capital markets, office and industrial spaces, residential, land development, and more.

As Savills' trusted International Associate in Romania, Crosspoint delivers global access combined with deep local expertise, empowering clients to navigate complex transactions with confidence.

Looking ahead, the company remains focused on expanding capabilities, embracing new opportunities, and setting benchmarks for sustainable growth and real estate transformation.

"Our vision goes beyond deals—we're building the talent, tools, and opportunities to redefine real estate success."

Codrin Matei - Principal Partner

”

International Property Awards
Bucharest & London 2023-2024



2005

Office opening

20 YEARS

Solid real estate expertise

30+

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

The Savills logo consists of a solid yellow square positioned above the word "savills" in a lowercase, sans-serif font. The text is colored in a dark red or maroon shade.

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

Belgium
Brussels

Czech Republic
Prague

Denmark
Copenhagen

Estonia
Tallin*

Finland
Helsinki*

France
Bordeaux
Lille
Lyon
Nice*
Paris

Germany
Berlin
Cologne (2)
Dusseldorf
Frankfurt
Hamburg
Munich

Greece
Athens*
Hungary
Budapest*

Italy
Milan

Latvia

Riga*
Lithuania
Vilnius

Luxembourg
Luxembourg

Netherlands
Amsterdam

Norway
Drammen*
Oslo*
Stavanger*

Poland
Gdansk
Katowic
Krakow
Poznan
Warsaw
Wroclaw

Portugal
Lisbon
Porto

Romania
Bucharest*

Serbia
Belgrade*

Slovakia
Bratislava*

Spain
Barcelona
Madrid
Malaga
Seville
Valencia

Sweden
Gothenburg
Stockholm (3)

Switzerland
Zurich*

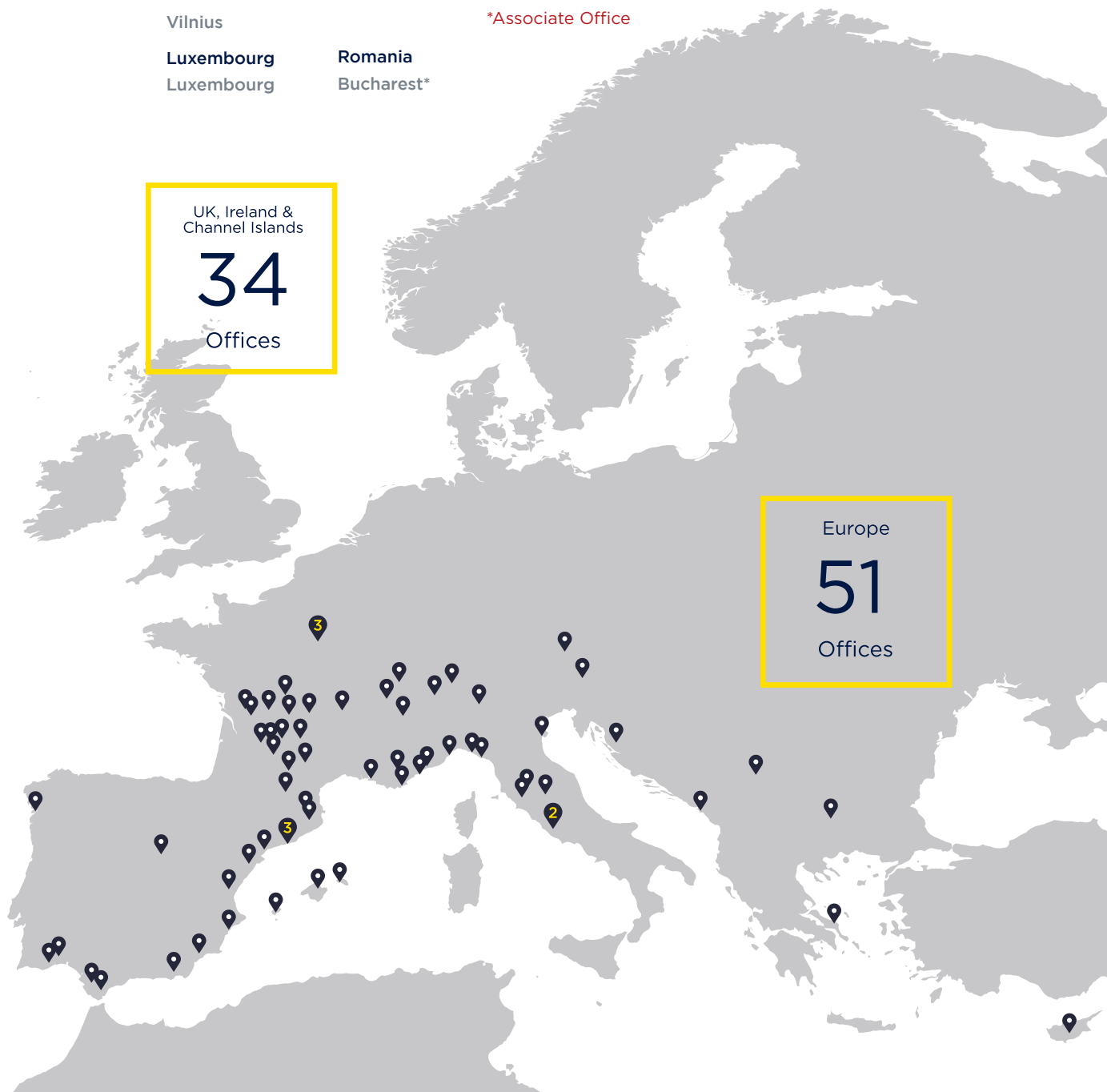
*Associate Office

UK, Ireland &
Channel Islands

34
Offices

Europe

51
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

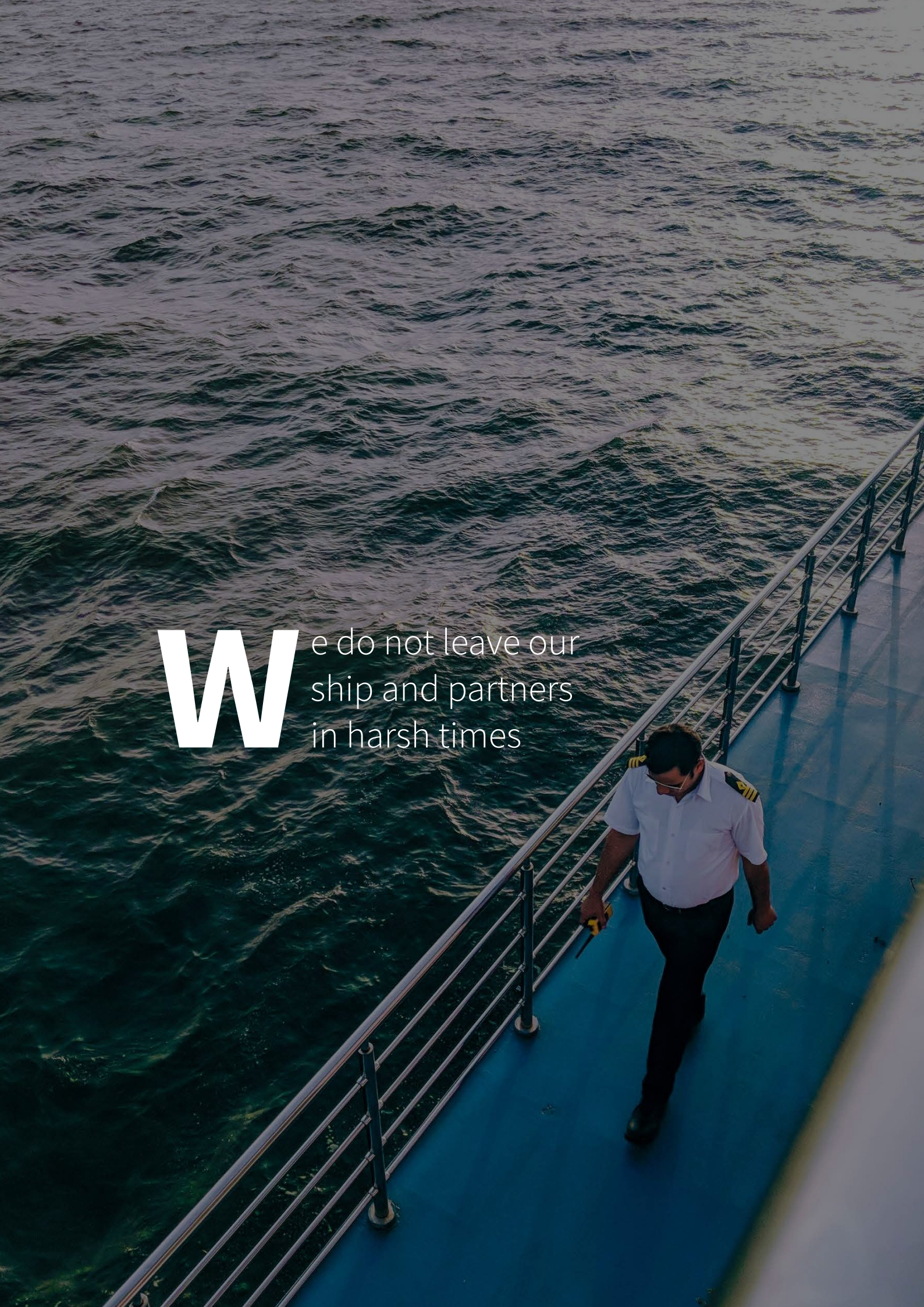
NEGOTIATIONS

- 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, wide shot of a ship's deck. A man in a white short-sleeved shirt with yellow epaulettes and dark trousers is walking along a blue-painted metal walkway. He is looking down and holding a yellow tool. The walkway is bordered by a stainless steel railing. To the left of the walkway is the dark, choppy sea with white-capped waves. The text "We do not leave our ship and partners in harsh times" is overlaid on the image, with a large white "W" at the start.

We 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

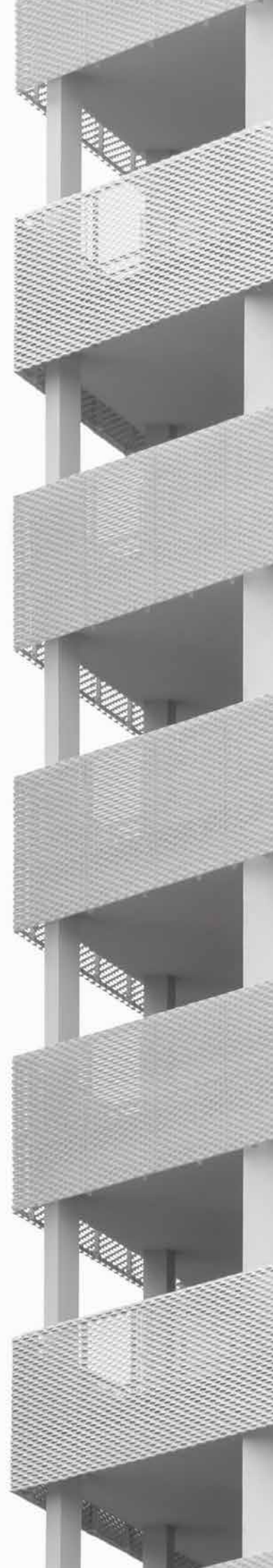
Marketing campaign optimization (a clear evidence of the most effective and lead-generating marketing channels)

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

30+ premium residential units sold on the free market in 2024

30,000+ personal clients and investors database

Eur40 mil.+ total volume of residential transactions in 2024

200+ residential units sold in exclusive projects in 2024



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
Status: Ongoing, Phase II

VULCAN RESIDENCE



Client: NEPI Rockcastle
Total no. of apartments: 254
Location : 13 Septembrie, West Bucharest
Status: Ongoing

ARKOR IANCU NICOLAE



Client: HIGH-TECH HOUSING
Total no. of apartments: 14
Location: Pipera, North Bucharest
Status: Ongoing

QUARTIER DU NORD



Client: COMNORD Development
Total no. of apartments: 129
Location : Pipera, North Bucharest
Year: 2024

THE MANSION



Client: CRISTIAN IANCU

Total no. of apartments: 7

Location: Floreasca, North Bucharest

Year: 2021

ONE HERĂSTRĂU PLAZA



Client: ONE UNITED

Total no. of apartments: 147

Location: Aviației, North Bucharest

Year: 2021

CITYLIFE RESIDENCES



Client: KING PROPERTIES

Total no. of apartments: 60

Location : Morarilor, East Bucharest

Year: 2020/2021

Case Study



Timisoara Boulevard, West Bucharest



CLIENT

NOVUM BUSINESS INVEST

DEAL SIZE

120.000.000 euros + VAT

DATE OF MANDATE

Q4 2021- Q3 2027

MANDATE OBJECT

Exclusive sale of the project.

CHALLENGE

The ongoing conflict in Ukraine has introduced a series of significant challenges, including a decline in client confidence, leading to the withdrawal of signed reservations. Compounding this issue was the Nordis scandal, which further eroded trust in developers and raised concerns about the viability of unfinished projects. More recently, the lack of fiscal predictability and the increase in the VAT rate have created additional hurdles, significantly impacting the affordability and feasibility of home purchases.

BACKGROUND

The Novum Invest Group is a consolidated entity of real estate companies with over 14 years of extensive experience in the development of high-quality residential and commercial complexes. One of the largest developers at the national level, with over 3,000 residential units sold and ongoing 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



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

Premia by **NUSCO**
IMOBILIAR 

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.

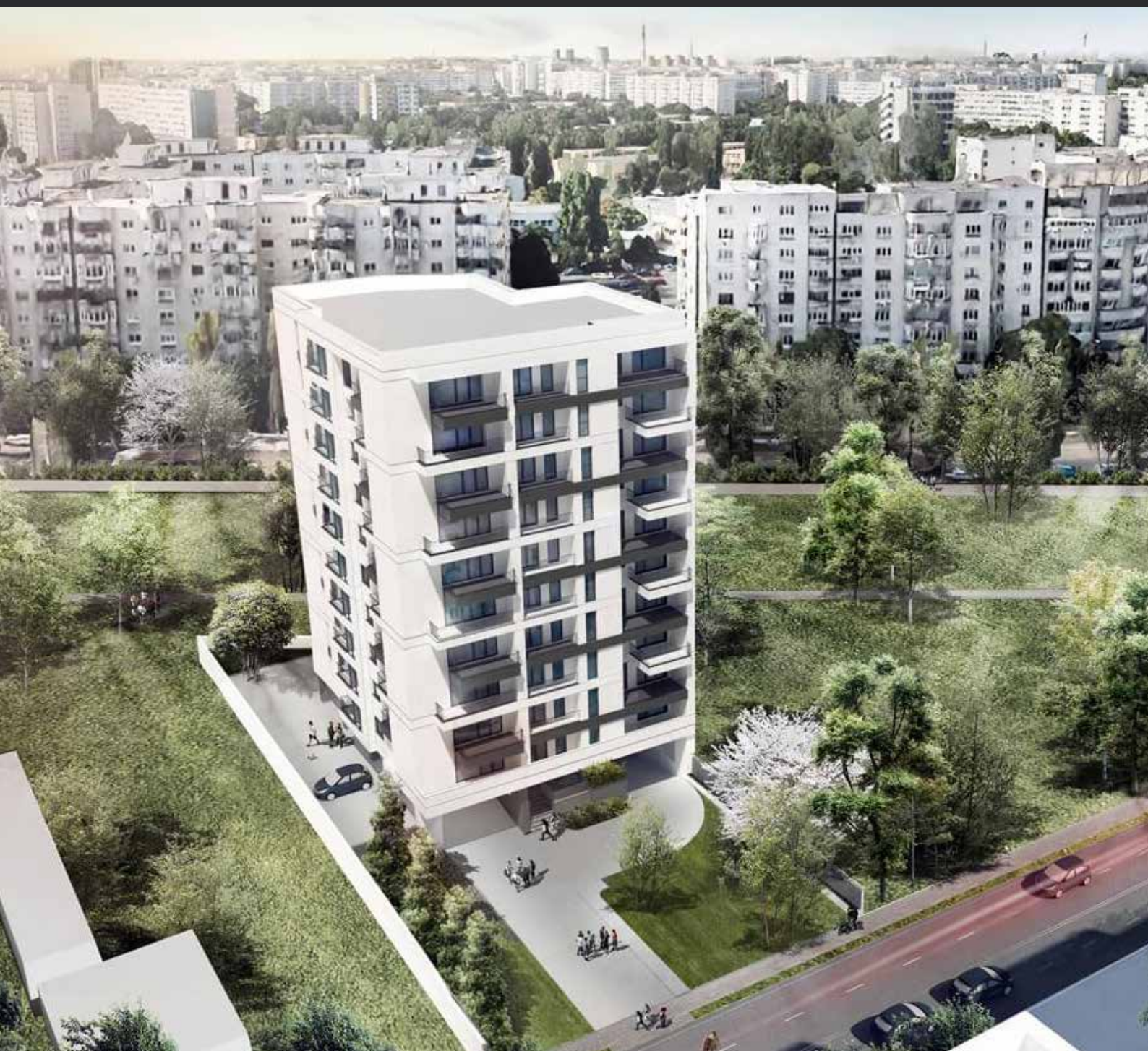
SCOPE OF WORK

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



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 correlated 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

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 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 correlated 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

Last year, Crosspoint has assisted transactions with land plots with a total value of over **25 million €**.

FABRICA DE GLUCOZA



 **SIZE**
12,000 sqm

 **LOCATION**
Bucharest

 **VALUE OF THE TRANSACTION**
14 M€

IANCU DE HUNEDOARA



 **SIZE**
2,176 sqm

 **LOCATION**
Bucharest

 **VALUE OF THE TRANSACTION**
5 M€



ONE PENINSULA



SIZE
25,000 sqm



LOCATION
Bucharest



**VALUE OF THE
TRANSACTION**
18.3 M€



Dedicated Team



Oana Popescu

**Partner,
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



Alexandru Tilici

**Team Leader,
Residential**

alexandru.tilici@crosspoint.com.ro

Over 11 years of real estate
experience in both Bucharest and
Constanța, across open-market
residential transactions and
exclusive projects.

Joined Crosspoint in 2024, to
support our residential department
as team leader. Fluent in Spanish.



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



Wilhelm Brosser

**Senior Account Manager,
Residential**

wilhelm.brosser@crosspoint.com.ro

Joined the Crosspoint team in 2021
3+ years experience in real estate
sales working on residential projects
(Open Market & Vulcan Residence).



Izabela Dinu

**Senior Account Manager,
Residential**

izabela.dinu@crosspoint.com.ro

Over 4 years of experience in real
estate sales, specializing in open
market transactions and exclusive
projects like Vulcan Residence and
Avalon Estate.



Sergiu Serbina

**Senior Account Manager,
PRS & Residential**

sergiu.serbina@crosspoint.com.ro

Sergiu joined Crosspoint in 2025,
bringing over a decade of experience
in residential sales and a solid
background in commercial leasing.

With deep market insight, he delivers
tailored, efficient solutions to every
client since 2012.



Maia Tomita

**Senior Account Manager,
PRS & Residential**

maia.tomita@crosspoint.com.ro

Has joined the Crosspoint team in
2023 with 2+ years of experience in
real estate sales on the Open Market
and also on the Private Rented
Sector, focusing on the Northern
area of the Bucharest.

She has over 10 years of experience
in journalism, PR & Communication.



Alexandra Marinescu

**Senior Account Manager,
PRS & Residential**

alexandra.marinescu@crosspoint.com.ro

Alexandra joined the Crosspoint team
in 2025, bringing with her 4 years of
professional experience – 2 years in real
estate sales on the Open Market, focusing
on the Northern area of Bucharest, followed
by 2 years in fit-out sales.

Currently active on the residential market,
with a focus on the Open Market sector.

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