




crosspoint
real estate


savills
An International
Associate of Savills

In the game since 2005

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About Crosspoint Real Estate

One of the first property services firms established in Romania, early in 2005, a privately-owned company, Crosspoint Real Estate has been growing sustainably for more than a decade.

As a top player in the market, we pride ourselves with an excellent reputation and business conduct, forward thinking and trendsetting vision. Our sharp market acumen gives us high client retention rate and unrivalled access to off-market deals, backed up by an excellently trained team, discipline and passion for everything we do.



Our vision is to sustainably grow our business into top real estate advisory firms in Romania, while maintaining our profile, long-term commitment to our clients, impeccable reputation and ethics, and result-oriented business conduct.

Codrin Matei
Managing Partner



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.

Key Highlights

An International Associate of Savills in Romania

Innovative Marketing & Sales instruments that lead to efficient sales campaigns

Solid & healthy development of business lines, according to market challenges & maturation

Experienced senior team, covering all types of property

Quality & value oriented, as reflected in the quality of our clientele and long-term business relations

Strong financial acumen across team members

Entrepreneurial approach & dynamism, enabling fast decision-making and action

Our Services

With a strong financial background, we provide dedicated account teams to drive value via strategic sourcing, reduced operating expenses, reduced capital costs and portfolio optimization actions for our clients.

These services are backed up by global and local market research platforms to maximize the value of real estate assets. Our final goal is to bring added value to the business of our client, and this is what keeps us different in a tough Romanian real estate market.

We use our key strengths, values and resources to deliver highest quality services for business across all commercial real estate sectors:

- Capital Markets
- Office Agency
- Tenant Representation
- Retail
- Industrial & Logistics
- Project Management
- Residential
- Land
- Investment
- Property Management
- Workplace Consultancy
- Valuation & Research

Recognitions & International network

An International Associate of Savills

Savills plc is 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 an association with the international real estate advisor Savills in Romania, in order to support Savills' continued expansion across Central and Eastern Europe (CEE).

Savills operates from over 700 owned and associate offices, employing more than 30,000 people in over 60 countries throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

Crosspoint Real Estate joins the Savills regional network in the 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.

European Property Awards

London 2013



Highly Commended
Real Estate Agency
Award

Highly Commended
Property Consultancy
Award



The International Property Awards is a competition that targets companies all over the world and rewards the best achievements in Real Estate.

Crosspoint Real Estate represents clients and closes deals in all regions of the world, as well as assists international clients in purchasing or renting residential, retail, offices or land plots in Romania.

Through our international exposure and background, we are able to provide our clients with sophisticated financial advisory through the entire process of representation.

Capital Markets

Service Range

- Disposals and acquisitions
- Development Consultancy
- Underwriting advisory
- Deal structuring
- Recapitalization
- Debt and equity origination

Crosspoint investment specialists work with local and international institutions and property investors to identify the best solutions to accelerate the success of their financial portfolio.

Our commitment is to realize the full potential of direct and indirect investments in real estate on behalf of our clients. We have created an efficient and broad real estate platform, with a focus on high-quality assets across office, industrial, retail and multi-unit residential asset classes.

We are able to connect private investors with larger, institutional quality assets, creating access to the broadest selection of qualified buyers in the market place.

Our success results from a complex acquisition and finance discipline coupled with professional, value-added management capabilities at an institutional level.

Office Agency

Service Range

- Landlord representation
- Market research overview
- Property marketing campaigns
- Concept & Design Consultancy
- Property search and acquisition
- Identification of target occupiers
- Lease negotiation / expansion / revisions

Our Office Agency has an excellent client record in providing premium advisory services for both international companies as well as mid-size and large local players.

Either you are an investor, developer, landlord or an occupier of office space, our teams provide a comprehensive range of services and professional advice in order for you to get better value from the property.

Our leasing experts provide market-leading services and advisory around the leasing, disposal and acquisition of vacant leasehold and speculatively built properties.

Tenant Representation

Service Range

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

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.

Retail

Service Range

- Pipeline retail project
- Research and Market Surveys
- Development / Expansion Strategy Consultancy
- Maximizing the value and effectiveness of the property
- Shopping centre consultancy, including management set-up
- Providing access to prominent tenants from different industries
- Rent reviews, renegotiation of lease agreements and renewals with landlords

Given the present market conditions, whereas the retail activity is coordinated directly by the commercial centers, our Retail department currently advises numerous international and local retail developers, investors and tenants (tenant representation) at various stages of the development cycle from finding and evaluating a site to managing and selling a project. Our strategy focuses on retail network expansion, primarily for convenience retail warehousing in Bucharest and secondary cities, as well as network expansion for F&B and convenience retail on high-street.

Indicative projects in our portfolio number the chain development of international retail brands in Romania or tenant representation services and urban high street network development.

Industrial & Logistics

Service Range

- Land Acquisition and Disposal
- Leasing and Purchasing
- Disposal through either Sale or Sublease
- Location & Transportation Studies

We have a wide range of available units for sale or lease and an experienced team ready to assist with all the commercial property matters.

We advise a wide range of clients on property acquisition, occupation and ownership strategies, asset management, regeneration, planning, development and building consultancy, stock condition, disposal and management.

Our professionals have the experience and knowledge to meet your industrial business needs for warehousing, distribution, manufacturing and other functionally specialized uses of industrial space across Romania, given the continuous growth of e-commerce globally and demand for same day delivery.

All phases of negotiation are conducted using real-time local, regional, and national data supplied through our database. Emerging technologies and access to supply and labour force are just a few of the issues affecting today's complex industrial real estate decisions. Our ability to incorporate key elements such as government incentives, workforce analysis, location potential and effective exit strategies allows you to achieve full potential for your real estate assets.

Residential

Service Range

- One-stop shop Marketing & Sales of residential housing
- Land acquisition/disposal for residential developments
- Sourcing funding solutions for residential projects
- Advisory during the development phase
- Equity restructuring consultancy
- In-depth market analysis

Whether buying, selling or renting residential property, both local and international clients approach us for trusted advice, be it for diplomatic penthouses in Bucharest or for exquisite villas.

Crosspoint Residential offers comprehensive advisory and agency services to landowners, tenants, developers and investors on all aspects of residential developments and investments.

Our services extend beyond agency, into a broad range of specializations and consultancy services across the residential markets, with a particular expertise on the new high-end residential market in North and Central Bucharest, and a focus on off-plan sales.

Land

Service Range

- Mapping/Land Scouting
- Market Analysis
- Site Selection
- Best Use Analysis
- Financing Options
- Feasibility Studies
- Site Planning
- Permitting

If you are an individual investor, a vendor, corporate or developer and you are looking to buy, develop or simply invest in properties, platforms or portfolios, you can partner with our experienced Land Advisory Team, to determine the potential of certain projects and discover innovative ways to diversify your portfolio.

First, we identify the right site for you, through a meticulous search, after we perform the analysis of land use scenarios, negotiations, acquisition, disposal and leasing to buyers and sellers of office, retail, industrial, residential and mixed-use properties.

Additionally, you will have access to a full range of related property services and capabilities, with a proven ability to extract performance and create value: investment advisory, agency leasing as well as marketing guidance.

We keep a close relationship with vendors and active investors and we're here to provide you with a wider understanding of the market, including pricing, trends, regulations, and development activity. The blend of experience, research and local "hunting" skills will identify for you one of the best choices in terms of land investment return.

Investment

Service Range

- Analysis and advice on property characteristics and tenant profile
- Market analysis, advice and disposal strategy
- Advice and recommendations on Investment strategy
exit advisory, international marketing, equity restructuring and property financing
- Acquisition advice of single and portfolio investment opportunities
development sites, projects, existing investment properties

In a highly competitive and maturing market, our Investment and Appraisal teams can source products and undertake risk analysis, market and feasibility studies across all property sectors. As our client, our sole purpose will be helping you maximize value and returns through investment into real estate.

The area of expertise includes acquisitions of suitable sites for speculative developments, existing income producing buildings or buildings for occupation and ready planned development projects, specialized by client type, geographic coverage and property sector.

No matter the size of your capital, we promise to provide you with our full attention and we look forward to becoming your trusted advisor and start working immediately on your investment. The first step is to meet to understand your needs. We would then propose our strategy and advise on which parties should be approached. Our aim is to provide you with a focused and detailed approach that ensures you receive the highest level of accuracy.

We act for a wide variety of institutional and listed funds, REITs, property investment companies, banks, corporate clients, trusts, charities, private individuals and consortia. In conjunction with our international partners, we are also able to provide advice to funds on structuring and setting up an investment vehicle dedicated to acquiring properties in Romania and CEE.

Property Management

The landlord market today is very competitive and dynamic, tenants expect superior quality buildings and added-value services and amenities. Property managers must evaluate and respond to changing market conditions, be aware of new developments in technology, and find additional ways to increase fee income.

Crosspoint's Property Management department provides specialized services to property owners, investors and occupiers, with a focus on protecting and maximizing the return on their investment, minimizing outgoings and ensuring that all their requirements are resolved, covering everything from technical services and energy efficiency to lease agreements.

We strive to create the best possible liaison between owners and tenants and to consistently provide the highest levels of service available in the industry. This commitment translates into better financial performance by the property we manage and into higher levels of client satisfaction and retention.

Crosspoint Real Estate is an international associate of Savills in Romania, one of the leading property management firms in Europe that manages a portfolio of properties with a combined value of €41 billion and in excess of 33 million square meters across all asset classes. Our combined abilities, operating procedures and infrastructure enable us to deliver results on behalf of our clients.

Service Range

- Rent collection
- Service charge set-up, administration and collection
- Lease administration
- Crisis management
- Comprehensive facility management
- Custom-built financial reporting
- Up-to-date tax consultancy
- Energy & performance management
- Tenant relations and retention
- Proactive maintenance to ensure prolonged building life
- Lease and marketing advisory

Workplace Consultancy

Service Range

- Analysis of the workspace
- Analysis of the tenant's specific and branding requirements related to working spaces, conference rooms, relaxation rooms, talking booth etc.
- Creating the proposal for workspace design
- Fit-out simulation using specific architecture programs for a visual understanding of the layout
- Agreeing the final workspace design
- Bidding for interior design suppliers
- Oversee the implementation of the concept

Why Workplace Consultancy?

- Increases productivity at the workspace by efficient space-planning
- Enhances flexibility of the workspace through innovative design that supports future growth and collaboration between teams
- Reduces operating costs and improves sustainability measures
- Improves employee wellbeing, performance and morale by using integrated solutions
- Increases employee engagement and talent attraction
- Creates a workplace reflective of company's culture, brand and core values

The professional service industry has grown and diversified with the growth of information volume in every field, and with it, 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.

Project Management

Service Range

○ Project Management

- Establishing/verifying the project scope and providing expert advice to the client in order to obtain a coherent and effective scope
- Budgeting (initial cost planning/forecasting/cashflow estimating)
- Drawing up the execution graph integrating material and human resources
- Setting up the milestones, the key points and the main deliverables
- Selection of specialized contractors and suppliers according to the needs of the project
- Administration of contracts with specialized contractors and suppliers contracted by the beneficiary
- Coordinating all parties involved in the project (beneficiary, architects and managers, contractors, suppliers etc.)
- Project quality management
- Project cost management
- Risk/Contingency plan management
- Weekly/monthly progress reports
- Documentation and complete handover

The passion and determination of taking part in the process of turning a vision into a tangible building is the very reason why we have created the company in 2005. When facing a complex real estate project, you need to envision the multitude of variables details along the path, from concept to execution, while avoiding risk.

Service Range

- Development & Design of new projects
- Health & Safety Management
- Supervising & site management
- Technical Due Diligence
- Technical assistance throughout the execution of construction works
- Technical assistance at the reception of the works
- Technical reviews of building specifications
- Manage the Technical Manual of Construction
- Feasibility studies
- LEED green certifications

There is no area of the process where a professional consultancy is more important in the success of a project. Our specialists are well versed in the fields of architecture, construction, development, engineering, technology, accounting and property management. As Project Managers, Crosspoint Real Estate specializes in acting as the Client's representative, in defining the brief for developments, and coordinating all the necessary professionals in order to deliver the projects.

By using systematic techniques, our people ensure your projects are implemented flawlessly, while keeping budgets, quality, risk and above all - client satisfaction, can be realized in measurable business terms. We also make sure contractors live up to their commitments, and that everything promised is done right and on schedule.

At any time, we can supply the input of specialists in specific areas, such as engineers, environmental consultants or specialist surveyors engaged in investigating the use of deleterious materials in buildings, to offer the best solution for any investment, development and occupational requirements.

Valuation

Service Range

- Portfolio valuations
- Special purpose valuations
- Property valuations: land, office, retail, industrial, hotel and residential
- Feasibility & highest and best use studies on properties, markets and locations
- Valuation of collateral for debt finances purposes (including IPO's & Stock Exchange listings)

Following the successful integration of an existing property valuation platform, Crosspoint Valuation division provides real estate appraisals for a wide range of properties (land, residential, industrial, office, retail, hotel/leisure).

All valuation work undertaken by Crosspoint is carried out in accordance with the Code of Practice as laid down by the Royal Institution of Chartered Surveyors (RICS) and locally acknowledged standards (ANEVAR) for a wide range of purposes, ensuring that our work is internationally accepted by investors, financiers and institutions.

- Team with over 10 years' experience in valuation
- 3 Chartered Surveyors (RICS)
- Integrated network database, available in real time (CRM)
- ANEVAR corporate member

Clients turn to us for impartial accurate real estate appraisals on properties ranging from office buildings and retail centers to industrial assets. We carry out valuations of property portfolios for a variety of purposes, including: loan-security, due diligence, debenture, tax, acquisition and disposal, Stock Exchange listing and accounting, for the benefit of property companies, developers, investors (private and institutional) and banks/financial institutions.

Research

Service Range

- Pipeline
- Take-up
- Competition
- Demand trends
- Rental and capital values
- Lease and transaction activity
- Existing stock and vacancy analysis
- White papers and specific market studies

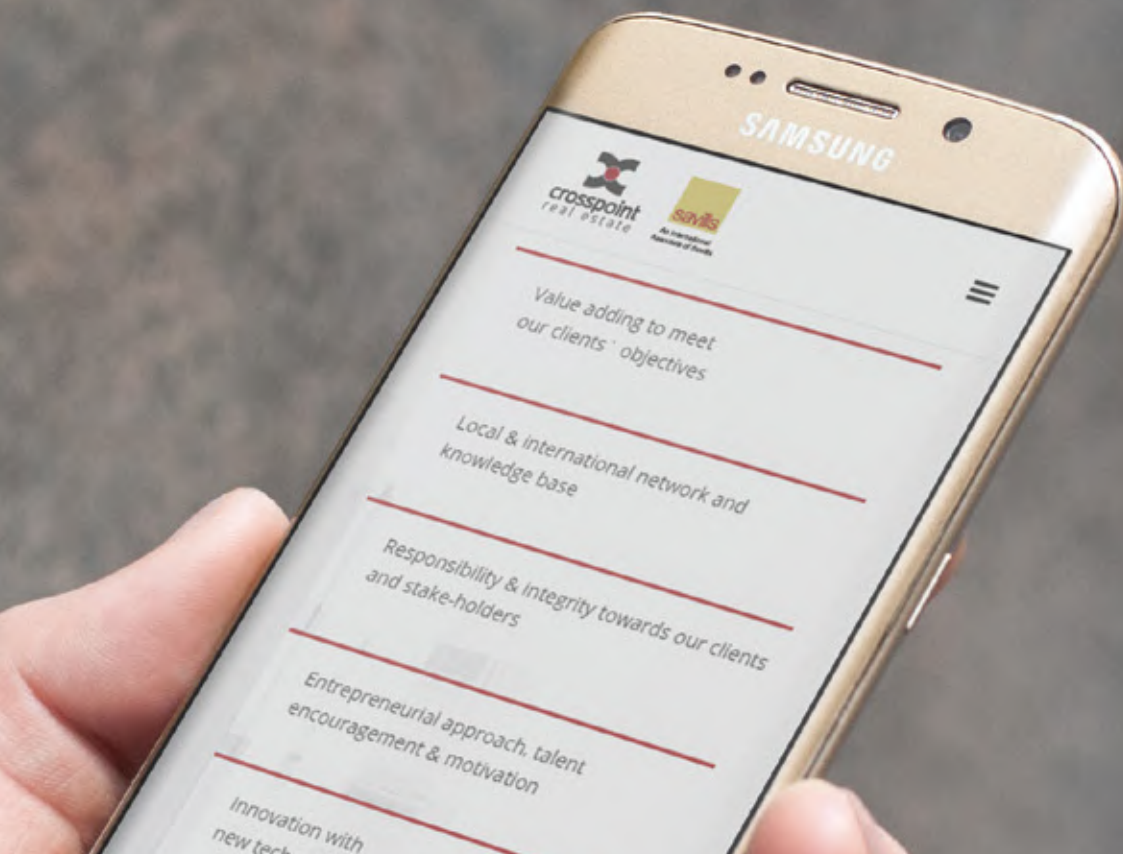
Crosspoint Research provides in-depth analysis to local and multinational/institutional clients, linking financial advisory to sheer real estate data and sales advisory, as well as the consumption/absorption patterns on the selected sectors of interest.

Our team corroborates statistical data with market intelligence gathered from our field divisions, to provide valuable insights into the real estate trends, for the use of investors, developers, occupiers and other players interested in real estate.

We elaborate custom research on particular sectors and geographic areas, as well as broader market studies on topics impacting the real estate business.

The company gathers critical data and works closely with other research teams in Europe through the association with international property consultant Savills, providing the clients with vital cross-border information about investment and occupational supply and demand. Through the publication of in-depth research reports and provision of discrete information and data, Crosspoint enables clients to have a significant comprehension of key forces influencing their markets.

Marketing & PR



Online & new media

For the projects we exclusively represent, we develop complex marketing campaigns and customized tools, to ensure comprehensive exposure across a variety of different media, including: key property titles, email marketing, PR, online & new media.

Our Marketing & PR department has extensive knowledge of the communication strategies that build relevancy and high visibility in the media. We hold strong relations with a large network of relevant journalists, providing our clients with a good exposure for their properties across a wide range of media channels.

Property Invest Magazine

5 EASY STEPS
Prepare your Office Space for Lease

kip

Property Invest

A client which is capable of running a successful business and thus sustaining
main rent level will be more demanding and at the same time lured by or
in an image which best represents his aspirations. Everyone
after products or services, to be an exemplary
to have the best brand image
which surrounds, helps
tain company.

Our own print media channel

Owned by Crosspoint Real Estate and targeted to the modern consumers as well as to the luxury real estate investors, Property Invest Magazine is an important information source as regards the dynamics of the local real estate market (news, opinions, reports, exclusive opportunities for lease or sale).

The magazine is issued in 3,000 copies, a unique product of its kind, a key differentiator among other property consultancy companies. It is distributed targeted-only to the representatives of the diplomatic corps, to the expatriates, to the local entrepreneurs and top management representatives of the companies activating on the Romanian market.

Marketing & Selling Instruments



Properties are exquisitely put into value through a modern & dynamic web platform, built to offer a reliable browsing and eye-catching experience to the ever-refined modern consumer.

Crosspoint Real Estate's property website (crosspoint-imobiliare.ro) offers buyers and owners the option of customizing their searches, arranging property visits with just a mouse click, including features such as:

- Panoramic photos
- Client personalized account
- Instant update of the best deals
- Professional HD videos and photos of properties; aerial photos & videos; 3D animations & virtual tours
- Customized selections (on various criteria, i.e. price, map positioning, type of property)

Our Partners

We are proud to have had cooperated with some of the most important players in the real estate market:

- NEPI Rockcastle
 - NCH Capital
 - Primavera Development
 - Forte Partners
 - Bog'Art
 - Futureal
- STRABAG Real Estate
 - One United Properties
 - IMMOFINANZ
 - Portland Trust
 - CA Immo
 - Element Development

Management Team

Codrin Matei

Managing Partner

Head of Capital Markets

Codrin Matei is co-founder and managing partner of Crosspoint Real Estate. For more than 10 years he has been actively involved in the local and foreign stock markets system, having also acquired an extensive experience in the banking industry, while holding positions within BRD - Groupe Société Générale (corporate clients and high-end individuals).

He has graduated the Academy of Economic Studies, Bucharest, with a major in Business Management followed by a master in Investment Management at the same university.

He is a certified Investment Consultant and holds a certification from London Business School on Corporate Finance.

Between 2015-2017, he was part of the Global Advisory Board for Leading Real Estate Companies of the World (by-invitation-only network, present in over 65 countries, with 565 firms and 130,000 sales associates that transact annually ~ \$368 billion).



Everyone needs recommendations because we aren't omniscient. Therefore, I believe in the future of the consultancy market, whichever will be the rules of «the game». In consultancy, as much as in other sectors, the quality is the key, so only the most experienced and professional ones will successfully perform.



Mihai Dumitrescu

Managing Partner

Head of Investment



Mihai Dumitrescu has been together with Crosspoint Real Estate since 2006, as co-founder and managing partner.

His major contribution to the development of his department brought Crosspoint among the top real estate companies on the market.

Personally, he brokered transactions of more than €150 million, consolidating his position as one of the most valuable individual real estate advisors.

He has graduated the Romanian-American University of Bucharest with a major in International Economic Relations.



The engine of any company is the team. We, the management, are just the mechanics that oversee that the engine is fully calibrated, in order to hit its highest performance. My colleagues are part of my family, with whom I share daily joys and challenges. I am proud to be part of this team, to whom I dedicated a lot, but had so much to learn and win from.



Cosmin Grecu MRICS

Managing Partner

Head of Valuation & Research

Cosmin Grecu has been heading the Valuation and Research department of Crosspoint Real Estate from July 2016.

His previous work experience includes development management for Raiffeisen Evolution and business development for Advanced Development.

From 2009 to 2016 he was the managing partner for CENTURY 21 Research and Valuation Romania.

His academic background includes a degree on e-commerce from The Faculty of Cybernetics, Statistics and Economic Informatics at the Academy of Economic Studies, master degree in Electronic Business and E-Commerce, as well as a marketing postgraduate course at the same university.

He is fluent in German and English. He is a member of ANEVAR (The National Association of Authorized Romanian Valuers) and also a member of The Royal Institution of Chartered Surveyors (RICS).



Knowledge is indeed power. The name of the game is now Big Data. I strongly believe that the future will belong to those who embrace technology and innovation. The ones that identify smart solutions for optimizing their work will be ahead of their peers.



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