



Exclusive Residential Agency Services

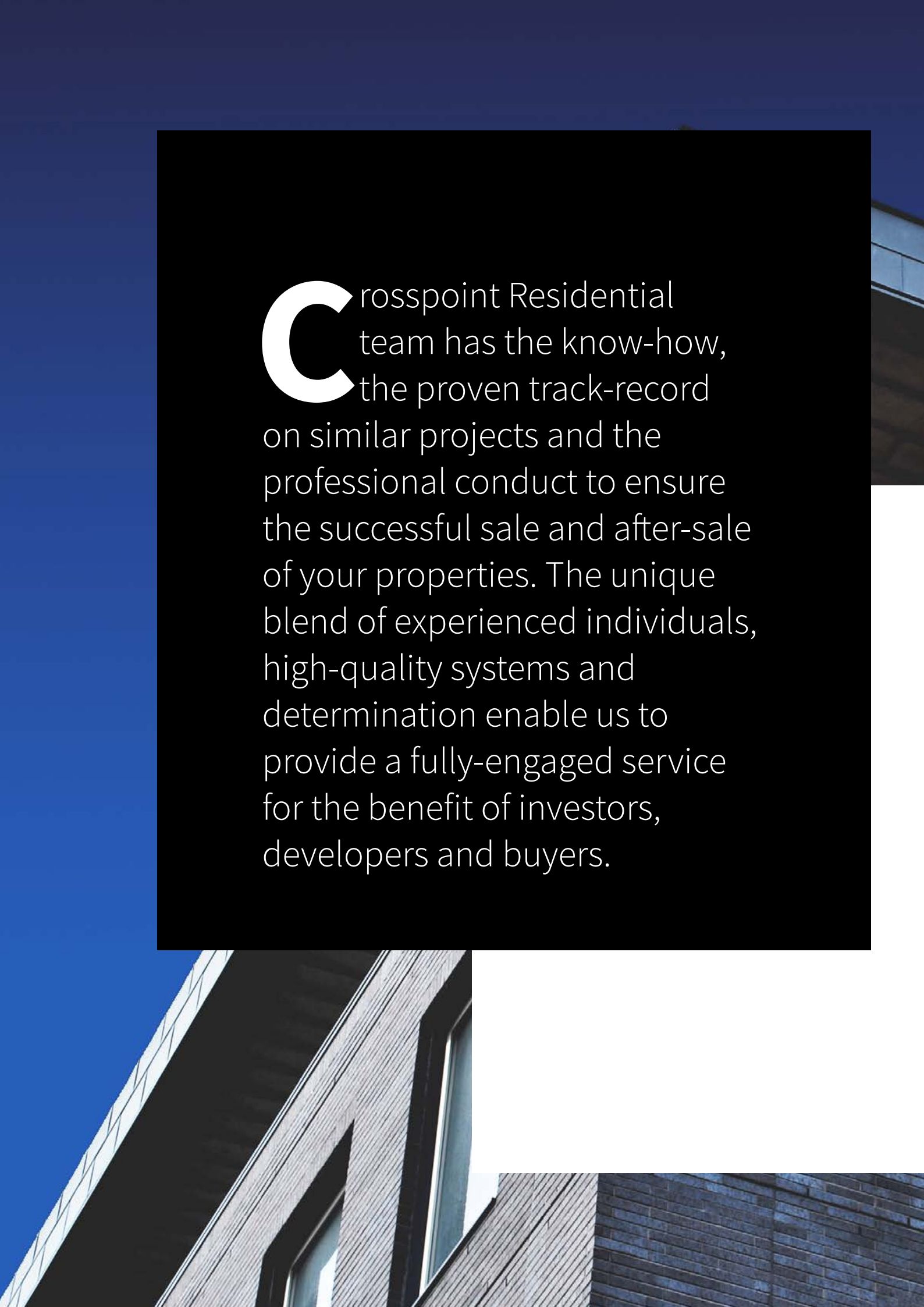
Capability Brochure



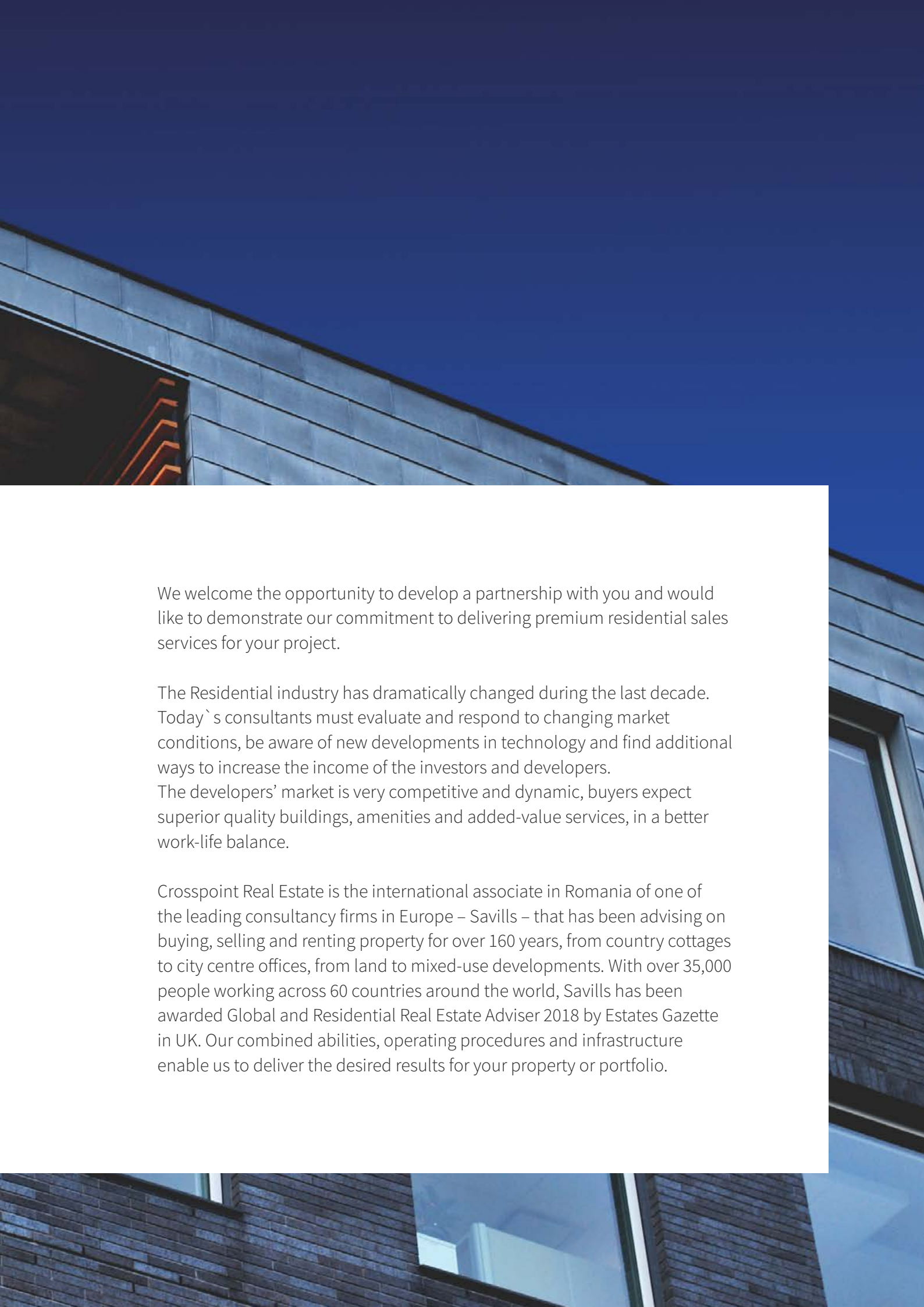


Vanderful





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.

A photograph of a modern building's exterior, featuring a light-colored stone or concrete facade and a dark, possibly metallic, horizontal band. The building is set against a clear, deep blue sky. The image is partially obscured by a white rectangular area containing text.

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 photograph of a multi-story brick building with white columns and a yellow text overlay. The building has a classic architectural style with red brick walls, white columns, and large windows. A yellow rectangular box is overlaid on the upper portion of the image, containing the text "About Crosspoint Real Estate". The building's facade is composed of red brick and white columns. The windows are large and dark-framed. A street lamp is visible on the left side of the image. The sky is clear and blue. The building's entrance is visible at the bottom, featuring a green awning and the address number 240.

About Crosspoint Real Estate

240

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 to advise on some of 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 Managing Partner

European Property Awards

London 2013



“ Highly Commended Real Estate Agency Award

Highly Commended Property Consultancy Award ”

2005

Office opening

17 YEARS

Solid real estate expertise

25

Members of the team

3

RICS members



Entrepreneurial approach & technology oriented



Multi-lingual team

Crosspoint Real Estate financial expertise

Financial background, debt advisory

Over the years, Crosspoint has built a strong financial background, being perceived as an experienced independent financial advisor on the Romanian market, providing advice to borrowers across the full spectrum of the debt markets, from investment grade to those with stressed balance sheets.

Crosspoint acted as a trusted provider of solutions in the investment banking field – including custom-tailored solutions in corporate finance, strategic capital raising, Mergers & Acquisitions and structured finance.

Solid Track Record



Sell-Side mandate.
Sale of RIB to Getin Holding
(Idea Bank)



Debt Advisory

ALCORCA S.A.

Debt advisory for refinancing
their office buildings in
Floreasca area, Bucharest

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.



Evolution

**From Partner
to International
Associate**



In 2018, international
real estate advisor
Savills has named
Crosspoint Real Estate
its associate in Romania
as part of its continued
expansion across Central
and Eastern Europe.

About Savills



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 History

1855

THE START

Savill & Son is founded
by Alfred Savill

1997

FIRST LINK WITH ASIA

20% of the Savills share is
sold to First Pacific Davies and
rebranded FPD Savills

1988

SAVILLS LISTED ON THE LONDON STOCK EXCHANGE

UK Business transferred
into 3 independent
divisions, Commercial,
Residential and Agriculture

2005

150th ANNIVERSARY

FPD Savills rebranded
as Savills

2015

SMITHS GORE ACQUIRED

Savills acquires leading rural property service provider Smiths Gore, further strengthening our rural presence across UK

2013

NEW GLOBAL HQ

Savills relocate to Margaret Street 33, W1, London

2016

ACQUISITION OF GBR PHOENIX BEARD

2014

ACQUIRED STUDLEY

US presence and global tenant representation capability expands with the acquisition of Studley, trading as Savills Studley. Studley rebrands as Savills Studley.

2017

ACQUISITION OF LARRY SMITH AND AGUIRRE NEWMAN

2015

SEB ACQUIRED

Savills acquires SEB, a leading European investment manager. Acquisition of Collier & Madge

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

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

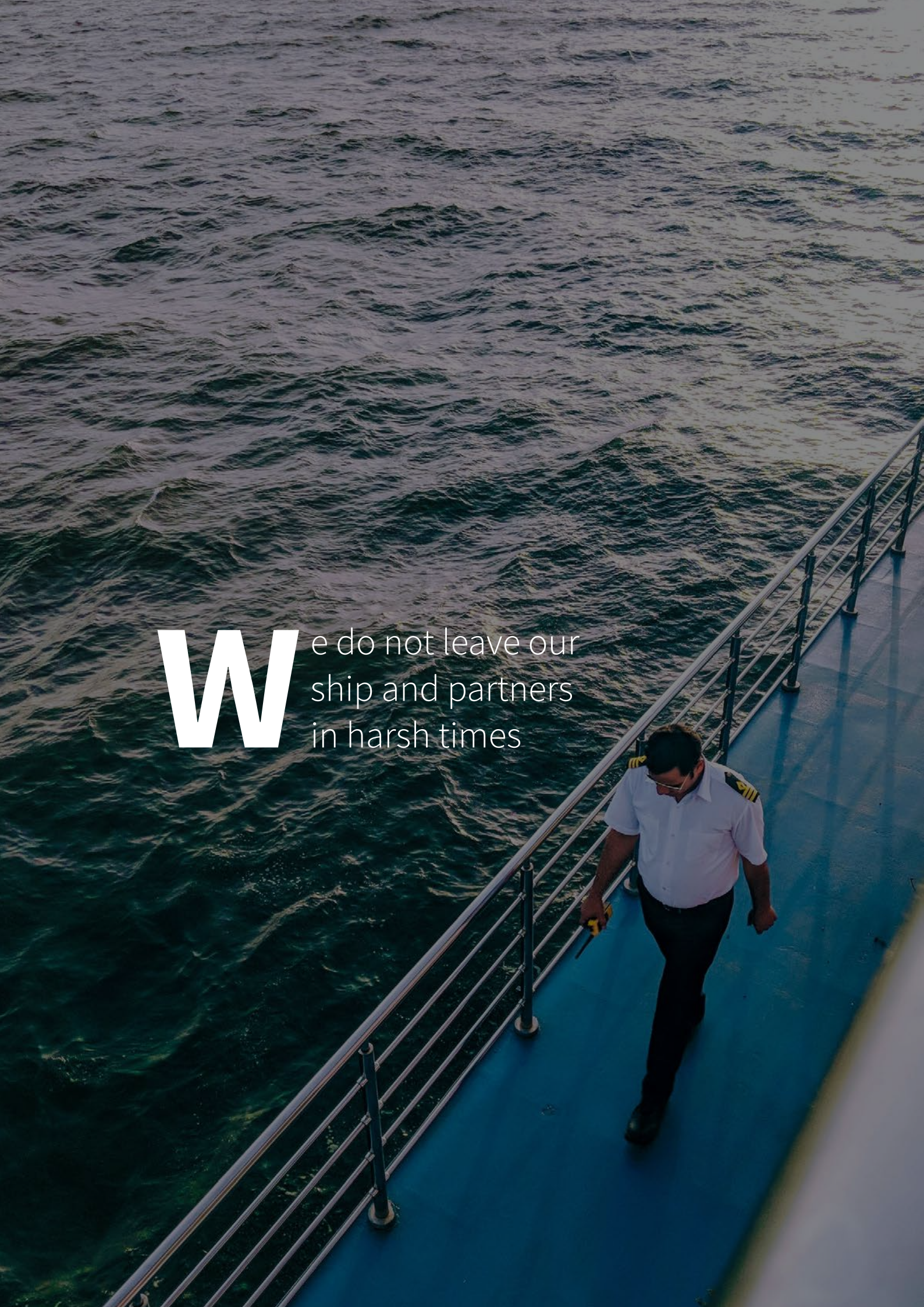
NEGOTIATIONS

- 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 man in a white short-sleeved shirt and dark trousers is walking on a ship's deck. He is holding a yellow tool in his right hand. The deck is blue with metal railings. The sea is dark and choppy. The text "We do not leave our ship and partners in harsh times" is overlaid on the image.

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.

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

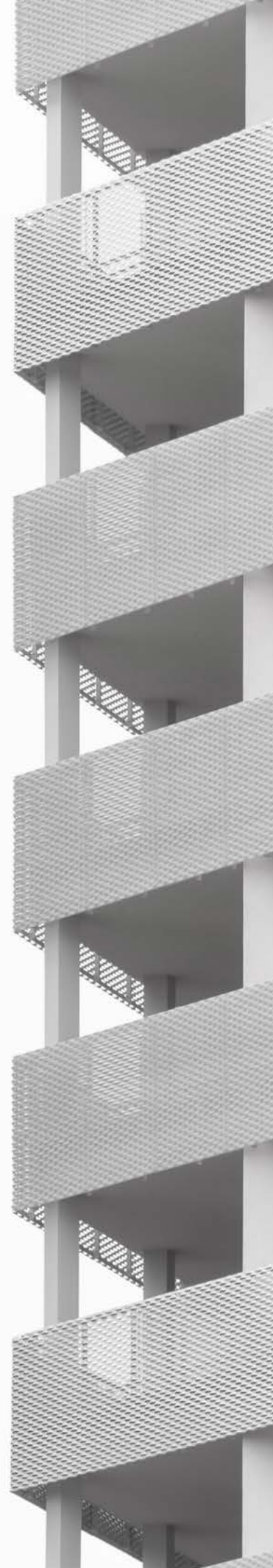
Marketing campaign optimization (a clear evidence of the most effective and lead-generating marketing channels)

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





ART GROUP



KING PROPERTIES



FUTUREAL

Track Record



1,500+ medium-up residential units sold to date

2,500+ residential projects units in exclusivity and non-exclusivity

40% pre-sales results

20,000+ personal clients and investors database

Eur80+ mln. total volume of residential transactions in 2021



Selection of Exclusive Projects

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

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

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

34.000.000 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

OBJECT OF THE MANDATE

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)
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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

URBANADDRESS 179–181

13 Septembrie, Central Bucharest - 179-181 Calea 13 Septembrie



CLIENT

Pandels Properties, the real estate division of famous Christian Tour travel agency.

DATE

Q1 2019

MANDATE SCOPE

Exclusive sale of the project

CHALLENGE

This is the first project of the developer, situated on 13 Calea Septembrie. The project of 58 units of 2,3 and 4 rooms was partially sold under a different name and needed a refreshed branding, re-positioning in terms of pricing and fine-tuning of the architectural plans. There is a private school in the nearest vicinity which brings difficulties in the sale of the apartments situated on the side of the building facing the school.

VALUE OF THE PROJECT

8,668,000 € + VAT

BACKGROUND

Pandels Properties was born out of the experience of entrepreneurs and the know-how accumulated over two decades by the brothers Cristian and Marius Pandel, the owners of the Christian Tour travel agency and the Memento Bus carrier. The real estate projects developed under the brand of Pandels Properties bring a paradigm shift in this field by taking into account the rising needs of Romanians who are no longer looking for a living space but rather aim for a whole new life concept. As a result, residential complexes include, besides flats and standard amenities, many premium services and amenities that make it easier to owners and help them focus on things that are really important in life: more time for loved ones and for their own passions.

SCOPE OF WORK

Competition analysis
Project analysis
Online marketing strategy, constant fine-tuning and feedback to the digital marketing agency
Consultancy regarding the marketing strategy
Graphic design works through an external agency, project presentation materials (flyer for fairs)
Project management: coordination of the final 3D plans, virtual tours, website, renderings, finishes, fit-out
E-marketing design: newsletter
Mesh on the structure
Use of Crosspoint marketing channels
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



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 recent deals

Land for Residential Developments

In 2018, Crosspoint has assisted transactions with land plots with a total value of over **70 million €**.

EXPOZIȚIEI



SIZE
28,700 sqm



LOCATION
Bucharest



VALUE OF THE TRANSACTION
15 M€

PARCULUI 20



SIZE
15,334 sqm



LOCATION
Bucharest



VALUE OF THE TRANSACTION
3.7 M€

URBAN ADDRESS



SIZE
1,400 sqm



LOCATION
Bucharest



VALUE OF THE TRANSACTION
2 M€

ONE PENINSULA



SIZE
25,000 sqm



LOCATION
Bucharest



VALUE OF THE TRANSACTION
18.3 M€

Dedicated Team



Oana Popescu

Associate Director, Residential Capital Markets
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 Tudose

Senior Account Manager, Residential
alexandra.tudose@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

Andrei Nicolae

Senior Account Manager, Residential
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



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



Cristina Gicu

Marketing Specialist
cristina.gicu@crosspoint.com.ro

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



Ilinca Timofte

Head of Research
ilincea.timofte@crosspoint.com.ro

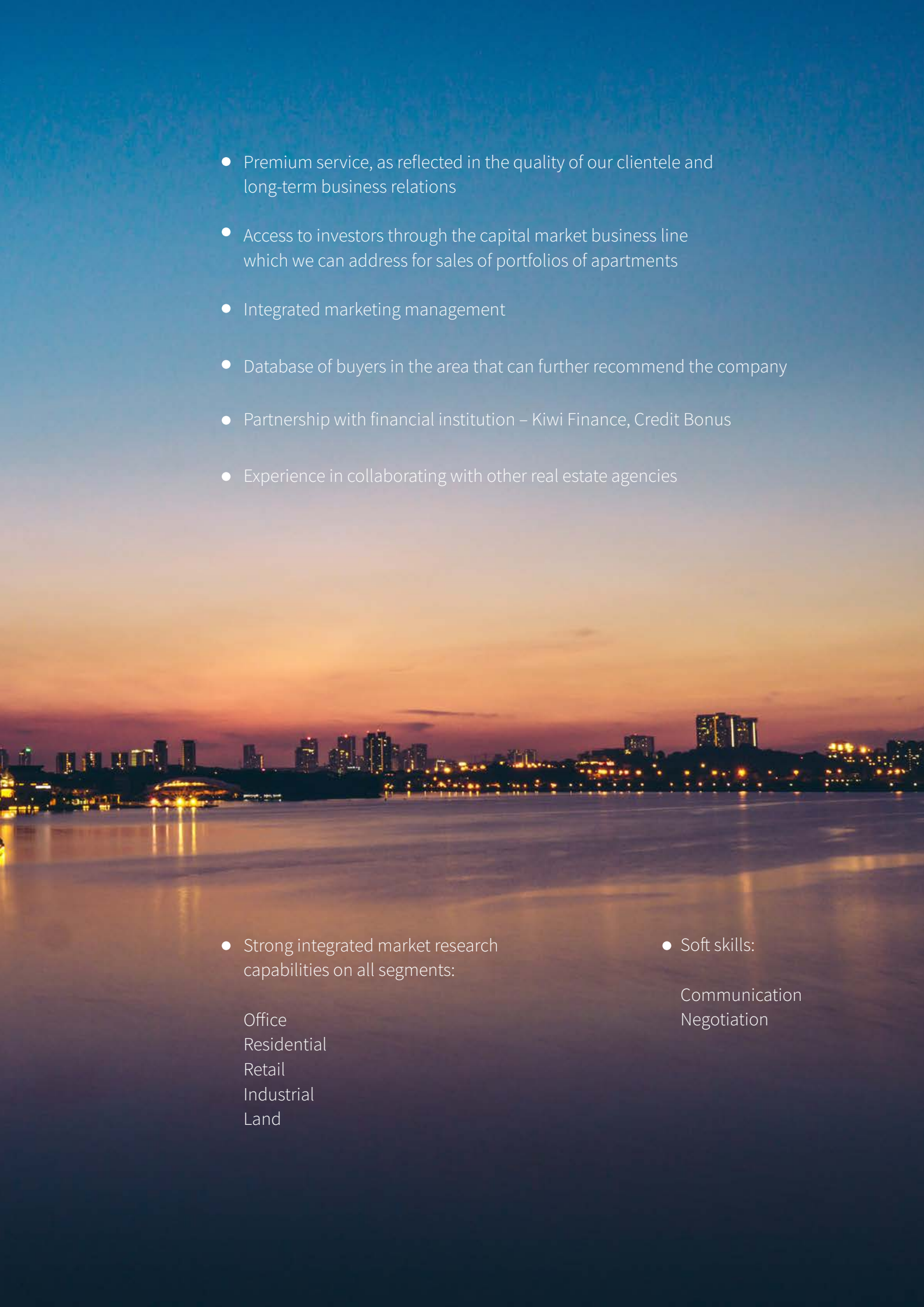
Over 10 years in market research
Has joined the Crosspoint team in 2016
She has previously worked for KPMG



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





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