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MARKETING STRATEGY PROPOSITION TO A DEVELOPMENT COMPANY

NÁVRH MARKETINGOVÉ STRATEGIE PRO DEVELOPERSKOU SPOLEČNOST

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Abstract

This diploma thesis presents a marketing strategy for the Nové Oslavany residential development in the South Moravian Region, Czech Republic. Using PESTLE, SWOT and market analysis, it evaluates the project's position in the real estate market. The findings show favorable conditions and a shift toward suburban living with urban access. Four key target segments are identified: young families, first-time buyers, empty nesters and investors. A strategy is proposed with clear objectives, positioning and a marketing mix. Implementation guidelines focus on structure, phases and performance metrics. The thesis bridges theory and practice in real estate marketing.

Keywords

residential development, marketing strategy, real estate marketing, suburban housing, target segmentation, marketing mix, post-pandemic housing preferences, implementation planning, south moravian region, strategic positioning

Abstrakt

Tato diplomová práce představuje marketingovou strategii pro rezidenční projekt Nové Oslavany v Jihomoravském kraji. Pomocí analýz PESTLE, SWOT a trhu hodnotí pozici projektu na realitním trhu. Výsledky ukazují příznivé podmínky a posun k příměstskému bydlení s městskou dostupností. Jsou definovány čtyři cílové segmenty: mladé rodiny s dětmi, prvokupující, rodiče po odchodu dětí z domova a investoři. Strategie zahrnuje cíle, positioning a marketingový mix. Doporučení pro realizaci se zaměřují na strukturu, fáze a měření výkonnosti. Práce propojuje teorii s praxí v oblasti marketingu nemovitostí.

Klíčová slova

rezidenční development, marketingová strategie, marketing nemovitostí, příměstské bydlení, cílová segmentace, marketingový mix, post-pandemické preference bydlení, plánování implementace, jihomoravský kraj, strategický positioning

Rozšířený abstrakt

Tato diplomová práce se zabývá návrhem marketingové strategie pro rezidenční developerský projekt Nové Oslavany, který se nachází v Jihomoravském kraji, přibližně 30 kilometrů západně od města Brna. Projekt reaguje na rostoucí poptávku po kvalitním příměstském bydlení a klade důraz na propojení moderního životního stylu s přírodním prostředím. Cílem práce je navrhnout prakticky uplatnitelnou strategii, která pomůže zviditelnit projekt, oslovit cílové skupiny a podpořit dlouhodobou obchodní výkonnost.

V úvodních kapitolách práce je nejprve představena metodologie výzkumu a analytický rámec, který je založen na kombinaci teoretických poznatků a praktických nástrojů, zejména modelů PESTLE a SWOT. V rámci externí analýzy byly identifikovány klíčové faktory ovlivňující realitní trh, mezi které patří například post-pandemické změny v preferencích bydlení, rostoucí důraz na prostor a soukromí, digitalizace nákupního procesu nebo proměna pracovních návyků směrem k hybridní nebo plně vzdálené práci. Interní analýza projektu ukázala silné stránky jako je rozmanitost nabídky (pozemky, řadové domy, byty), důvěryhodnost developera a atraktivní lokalita. Slabými stránkami byly zejména nižší povědomí o značce a vnímaná vzdálenost od městské infrastruktury.

Jedním z klíčových přínosů této práce je přechod od produktově orientované segmentace k segmentaci založené na životním stylu, životní fázi a emočních motivech kupujících. Na základě této analýzy byly definovány čtyři hlavní cílové segmenty: „The Nesters“ (mladé rodiny), „The Starters“ (mladí prvokupující), „The Downsizers“ (lidé před důchodem usilující o jednodušší bydlení) a „The Investors“ (fyzické i právnické osoby s investiční motivací). Pro každý z těchto segmentů byla vytvořena profilace zahrnující demografii, motivaci, emoční potřeby a preferované komunikační kanály.

Na základě zjištěných potřeb jednotlivých segmentů byla navržena specifická poziční sdělení, která mají za cíl vyvolat pozitivní emocionální reakci a rezonovat s hodnotami cílových skupin. Celková komunikační strategie projektu byla postavena na hodnotách propojení s přírodou, komunitního života a dlouhodobé hodnoty bydlení. Kromě pozičního rámce byly definovány i strategické marketingové cíle podél celé zákaznické cesty – od zvýšení povědomí, přes generování poptávky a návštěv místa, až po rezervace a podepsané smlouvy. Každý z těchto cílů je podpořen konkrétními měřitelnými ukazateli výkonnosti.

Součástí práce je také návrh marketingového mixu (4P), který byl upraven s ohledem na výsledky analýz. V oblasti produktu jsou navrženy moduly pro individuální úpravy,

branding ekologického bydlení a důraz na flexibilní design. V rámci cenové politiky je doporučena vícestupňová cenová struktura a možnost odložených plateb. Distribuční strategie zahrnuje kombinaci vlastního prodejního týmu a spolupráce s realitními kanceláři, doplněnou o digitální nástroje jako jsou virtuální prohlídky a interaktivní konfiguratory. Komunikační strategie je postavena na obsahu přizpůsobeném různým fázím rozhodovacího procesu, včetně videokampaní a remarketingových kampaní.

Práce dále navrhuje realistický rozpočet na marketingovou podporu projektu ve výši 1,8 % z očekávaného obrátu prvních dvou fází. Tento rozpočet je rozdělen do šesti hlavních kategorií: digitální marketing, tradiční média, podpůrné prodejní materiály, události a PR, tvorba obsahu a rezerva na neočekávané výdaje. Navrženo je také organizační zajištění realizace strategie, včetně rozdělení rolí, spolupráce s externími agenturami a využití rámce RACI pro řízení odpovědnosti.

Závěrem práce je vyhodnocení hlavních přínosů a omezení navržené strategie. Mezi přínosy patří schopnost přesně zacílit různé skupiny kupujících, posílení hodnoty značky projektu a přizpůsobení marketingu reálným podmínkám českého trhu s nemovitostmi. Omezením je zejména skutečnost, že některé vstupní údaje (např. finanční ukazatele nebo data o skutečných kupujících) byly částečně odhadnuty kvůli nedostupnosti kompletních dat. Z tohoto důvodu by bylo vhodné v budoucnu strategii dále ověřit v praxi a případně doplnit o kvantitativní výzkum mezi potenciálními zákazníky.

Tato diplomová práce nabízí ucelený a prakticky využitelný pohled na marketingový přístup k rezidenčnímu developmentu, který může být inspirací nejen pro daný projekt, ale i pro další developerské společnosti působící v České republice.

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Affidavit

I declare that the present master project is an original work that I have written myself. I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 11th May 2025

Bc. Polina Mihhailova

author's signature

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INTRODUCTION

The residential development market has undergone significant transformation in recent years, with the post-pandemic era bringing notable shifts in housing preferences and buyer behavior. As remote work becomes increasingly normalized, the traditional emphasis on urban proximity has given way to a broader consideration of lifestyle factors, with many homebuyers now prioritizing space, natural surroundings and community integration. This evolution presents both opportunities and challenges for residential developers, particularly those operating in suburban and peripheral locations.

The Czech residential market exhibits distinctive characteristics compared to other European markets. The country has experienced sustained housing price growth, with new developments commanding significant premiums over existing housing, ranking among the least affordable countries for home ownership in Europe. This trend is particularly evident in the South Moravian Region, where economic growth has supported housing demand despite affordability challenges. Housing construction has remained resilient with approximately 33,000 housing starts annually, though this falls short of the estimated 40,000 units needed yearly.

In this competitive landscape, marketing strategy has become increasingly critical to development success. Successful developments now compete primarily on lifestyle offerings rather than merely location and price. This shift has elevated the importance of strategic marketing, with developers allocating more resources to brand building and digital presence. For projects like Nové Oslavany, which combine suburban tranquility with urban accessibility, effective marketing must articulate a compelling value proposition that resonates with evolving buyer preferences.

This thesis addresses the need for a structured marketing approach for the Nové Oslavany residential development, located approximately 30 km from Brno in the South Moravian Region. Through systematic analysis of market conditions, target audience needs and project attributes, the research develops a comprehensive marketing strategy that effectively positions the development in the competitive real estate market, generates qualified leads and supports sales objectives across all housing typologies. The findings contribute to both theoretical understanding of residential development marketing and practical application of marketing principles in the real estate sector.

AIMS OF THE THESIS, OBJECTIVES AND METHODOLOGY

Aim of the thesis

The aim of this diploma thesis is to develop a comprehensive marketing strategy for the Nové Oslavany residential development project in the South Moravian region of the Czech Republic. The thesis addresses the need for a structured marketing approach that effectively positions the development in the competitive real estate market, generates qualified leads and supports sales objectives across all housing typologies. Through systematic analysis of market conditions, target audience needs and project attributes, the research seeks to create a strategic framework that connects the development's value proposition with optimal target audiences while providing practical implementation guidance.

Methodology

The research methodology employs a structured analytical approach combining multiple strategic marketing frameworks. The analysis begins with a PESTLE examination of macro-environmental factors affecting the residential development market, identifying key political, economic, social, technological, legal and environmental influences. This is followed by a SWOT analysis that evaluates the project's internal strengths and weaknesses alongside external opportunities and threats, with particular emphasis on developing strategic combinations that maximize advantages and minimize challenges.

The market analysis incorporates demand-supply assessment, target segment profiling and competitive positioning evaluation. Data sources include industry reports from Deloitte, JLL, CBRE and Cushman & Wakefield; statistical information from the Czech Statistical Office; market insights from real estate platforms; and internal company documentation. The analytical findings inform the development of a comprehensive marketing strategy encompassing strategic objectives, target audience refinement, positioning strategy and a detailed marketing mix. Implementation recommendations provide a structured approach to executing the strategy effectively, with emphasis on organizational structure, phased implementation and performance measurement.

1 THEORETICAL BACKGROUND

1.1 The residential development market

Residential development makes up a major part of the real estate sector and includes various product types such as single-family homes, apartment buildings and condominiums. These offerings are influenced by changing demographics and consumer preferences, which shape both what is built and when it reaches the market (Miles et al., 2015). Understanding these foundations helps in creating an effective marketing strategy.

Most residential projects go through a set of phases: buying land, securing permits, construction, marketing and then managing the finished development. Each phase involves different risks and stakeholders and all require coordination across the value chain (Miles et al., 2015). In long-term projects like Nové Oslavany, the timeline can stretch over several years, which makes flexibility and good market forecasting especially important.

The Czech residential market shows distinctive characteristics compared to other European markets. According to Deloitte's Property Index (2023), the Czech Republic has experienced sustained housing price growth, with new developments commanding significant premiums over existing housing, basically ranking among the least affordable countries for home ownership in Europe. This trend is particularly evident in the South Moravian Region, where economic growth has supported housing demand despite affordability challenges. The Czech Statistical Office (2024) reports that housing construction has remained resilient with approximately 33,000 housing starts annually, though this falls short of the estimated 40,000 units needed yearly.

Residential preferences have changed notably since the pandemic. According to PwC and the Urban Land Institute (2025), remote work has widened the areas where people are willing to live. More buyers now look for homes with space for remote work and access to outdoor areas. Environmental concerns have also pushed up demand for energy-efficient housing.

These trends are especially relevant for suburban projects like Nové Oslavany, which offer more space and access to nature while staying connected to nearby cities. Cushman & Wakefield (2020) found that developments located close from major urban centers do well when they combine rural peace with urban convenience. This “best of both worlds” approach appeals to a broad mix of buyers - from families needing more room to retirees seeking a close-knit community.

Rules and guidelines from government play a significant role in how housing projects are planned and promoted. The Ministry of Regional Development (MMR, 2025) outlines key considerations including zoning requirements, building standards and consumer protection measures. In the case of Nové Oslavany, these regulations establish parameters for development quality while also influencing external marketing.

The way housing projects are financed plays a critical role in market dynamics. The Czech National Bank (2024) reports that mortgage interest rates have gone up significantly in recent years, affecting buyer purchasing power. For developers, financing typically combines equity investment, bank loans and pre-sales, creating financial structures that influence pricing strategies and sales phasing (KPMG, 2023, 2024). These financial considerations directly impact marketing strategy, particularly regarding timing and incentives.

The development market has become increasingly competitive. JLL (2024) observes that successful developments will increasingly compete on lifestyle offerings rather than merely location and price. This shift has elevated marketing strategy's importance, with developers allocating more resources to brand building and digital presence (JLL, 2023)– a trend clearly visible in the Nové Oslavany region.

1.2 Strategic marketing analysis tools

1.2.1 External environment analysis (PESTLE)

The PESTLE framework is a widely used tool for examining the external environment, analyzing Political, Economic, Socio-cultural, Technological, Legal and Ecological factors. These macro-environmental influences help identify opportunities and threats beyond the organization's direct control (Baines et al., 2019). For residential developments like Nové Oslavany, PESTLE analysis provides essential context for strategic marketing decisions.

Political factors include government policies and regulatory frameworks affecting the development process. Miles, Netherton and Schmitz (2015) offer detailed insight into how public-private partnerships, approval processes and political support critically influence project feasibility in real estate development. For Czech residential developments, political factors determine approval timelines and potential incentives – critical considerations when planning marketing activities and timelines.

Economic factors encompass interest rates, economic growth and construction costs. These variables directly impact both the development and buyer purchasing power. Kotler and Keller

(2021) observe that residential real estate is particularly sensitive to economic cycles. The Czech National Bank's decisions regarding interest rates demonstrate significant influence on mortgage affordability and housing demand (Czech National Bank, 2024). These fluctuations present both challenges and opportunities for developers, requiring marketing strategies that can adapt to changing financial conditions.

Social factors include demographic patterns and lifestyle preferences shaping housing needs. Schiffman and Wisenblit (2023) emphasize the importance of understanding evolving social trends when developing residential marketing strategies. Recent shifts include changing household compositions, increased emphasis on work-life balance and growing interest in community connection. It's important to consider how these changes influence the messaging, channels and timing of marketing in development.

Technological factors include construction innovations and digital marketing platforms. Chaffey and Ellis-Chadwick (2022) note that digital transformation has altered how properties are marketed, with virtual tours becoming increasingly standard. For suburban developments, high-speed internet availability has become an important consideration for homebuyers working remotely.

Legal considerations include building regulations and consumer protection laws. These factors establish parameters for development design and marketing claims. For Czech developments, understanding these legal parameters ensures marketing claims remain accurate and compliant with regulations.

Environmental factors encompass sustainability expectations and natural setting attributes. The European Commission (2023) reports growing consumer interest in environmentally responsible development, creating differentiation opportunities through sustainable design. For projects like Nové Oslavany, highlighting environmental benefits can create meaningful competitive advantages when properly integrated into marketing strategy.

Rather than viewing PESTLE as a one-time exercise, according to Chambers (2023), continuous analysis helps organizations anticipate and respond to emerging risks, enhancing resilience and enabling proactive strategy adjustments. This ongoing monitoring is particularly valuable in the volatile post-pandemic residential market.

1.2.2 Strategic position analysis (SWOT)

SWOT analysis is a common method for looking at a project's Strengths, Weaknesses, Opportunities and Threats. It connects both internal and external perspectives to assess how a company's capabilities fit with the market environment (Kotler and Armstrong, 2023). In real estate, it helps developers find potential advantages and flag challenges early in the planning stage.

Strengths assessment focuses on internal capabilities providing competitive advantages. In residential development, these often include the location, design, developer reputation and marketing know-how (Miles and Schmitz, 2015). To be meaningful, strengths need to be considered in comparison with competitors, not just on their own (Porter, 2008).

Weaknesses are internal factors that could reduce the effectiveness of marketing efforts. In residential development, these often include being far from urban centers, low brand visibility or prices that some buyers might find high (JLL, 2024). Spotting these early helps shape strategies that work around them - for instance, distance can be reframed as a feature, offering more space and peace for buyers.

Opportunities are outside trends that developers can use to gain an edge. For residential developments, these "O's" might include shifts in lifestyle preferences, advances in digital marketing and regional growth trends (PwC & Urban Land Institute, 2025). To benefit from these, developers need not just market insight, but also the ability to turn broad trends into practical strategies.

Threats are outside risks that could hurt the project's success. Reports from Colliers (2024–2025) point to economic uncertainty, changing interest rates and strong competition as the main concerns for the Czech housing market. Knowing about these risks early helps create better backup plans and makes the marketing approach more flexible. More about how to manage these threats can be found in Section 3.7.

While SWOT provides a valuable framework, its application often has limitations. Helms and Nixon (2010) note that SWOT analyses frequently lack prioritization, treating all factors as equally important despite variations in strategic relevance. To address this limitation, Sammut-Bonnici and Galea (2015) recommend weighted SWOT approaches that assess both importance and performance for each factor.

For residential development marketing, SWOT analysis is most valuable when it identifies distinctive positioning opportunities that align with market needs. This alignment creates the foundation for value propositions that resonate with target segments – a critical consideration for developments seeking differentiation in competitive markets.

1.2.3 Market and competition analysis

Market analysis provides essential insights into demand-supply dynamics, buyer behavior and competitive positioning. In residential real estate, this includes looking at demand, supply and competing projects (Brett and Schmitz, 2022).

Demand assessment looks at how much housing is needed and who the buyers are in the area. Kotler and Armstrong (2023) list key factors like household growth, income levels, jobs and migration patterns as the main influences. These help estimate market potential and align marketing plans with buyer behavior. Demographic data from the Czech Statistical Office (2024) supports these estimates for the region.

In addition to numbers, demand also depends on what people want from a home. Schiffman and Wisenblit (2023) point out that lifestyle goals and family situations play a big role in buying decisions. For Nové Oslavany, these factors help shape both the types of housing offered and how the project is marketed.

Looking at supply means checking how much housing is already available or planned in the area. Brett and Schmitz (2019) suggest reviewing things like how many homes are available, how fast they sell, their prices and how they're positioned in the market. This helps spot gaps that a new development can fill.

Competitor analysis looks at how other projects are positioned and promoted. Porter (2008) highlights key areas to compare: what types of homes are offered, how they're priced and how they're marketed. Knowing this helps a project stand out. For Nové Oslavany, it's important to look at both direct competitors (similar housing nearby) and indirect ones (other housing types that attract the same buyers).

Market analysis helps decide which buyer groups to focus on by showing where there are unmet needs that the project can fill. This makes marketing more effective because it speaks to what specific groups are looking for, instead of trying to reach everyone at once.

1.3 Market segmentation and positioning strategies

Segmentation and positioning are core parts of strategic marketing. They help businesses understand and serve specific customer groups better than the competition. A successful strategy combines segmentation, targeting and positioning to deliver value tailored to different market needs (Jobber & Ellis-Chadwick, 2024).

Segmentation breaks a broad market into smaller, more similar groups based on shared traits and needs. Kotler and Keller (2021) list four main ways to segment consumers: geographic (e.g., location), demographic (e.g., age, income), psychographic (e.g., lifestyle, values) and behavioral (e.g., usage, loyalty). In housing development, it's common to use several of these at once to define target buyer groups with specific preferences.

The Czech housing market includes several clear buyer segments: first-time buyers looking for affordable, accessible homes; young families who value space and amenities; empty nesters who prefer convenience and a strong community feel; and investors seeking rental returns and long-term value. According to Lux et al. (2017), first-time buyers are often influenced by financial limitations and social expectations. Savills (2024) adds that young families and millennials are active renters, while empty nesters tend to downsize and investors prioritize income stability and growth. Each group has different preferences when it comes to location, size, features and pricing.

Choosing a target market means weighing how appealing each segment is and how well it fits the company's strengths. McDonald and Wilson (2016) suggest evaluating segments based on size, growth potential, competition and how well they match what the company can offer. In real estate projects like Nové Oslavany, this usually means focusing on segments whose needs align with the location and design of the development.

Residential developers often choose between two targeting approaches: concentrated or differentiated. Concentrated targeting means focusing all efforts on one main segment with specific messaging and offers. Differentiated targeting involves reaching several groups with customized strategies for each. The right approach depends on how big and varied the project is and what the market looks like.

A strong positioning strategy is about shaping how customers see the project, not just listing its features. In housing, this is especially important since buyers often evaluate value based on emotion and lifestyle rather than just specs (Zeithaml, Bitner, & Gremler, 2018). As Alsem and

Kosteljik (2008) note, great positioning connects the brand with what customers care about. For real estate, that usually means location, lifestyle, quality and the overall offer.

The first step in positioning is finding the project's competitive advantage. Porter (2008) describes two main options: cost leadership (lower prices) or differentiation (offering something unique). Most housing projects, including Nové Oslavany, focus on differentiation - standing out by offering features that matter to buyers.

Once the positioning is set, it needs to show up consistently in all parts of the marketing plan. According to Hooley et al. (2020), the way the product is designed, priced, promoted and sold should all reflect the same message. This helps make sure buyers get a clear and consistent picture of what the project stands for.

For suburban projects like Nové Oslavany, the goal is to offer the “best of both worlds”: peaceful surroundings and good access to the city. This appeals to people who want more space and nature but still need to stay connected to jobs and services in Brno.

1.4 The Marketing Mix in Real Estate development

The marketing mix represents the tactical tools organizations use to implement marketing strategy and deliver customer value. In residential development, these elements must work together to communicate the development's value proposition and facilitate customer purchase decisions.

Many of the frameworks and principles discussed in this section, including customer expectations, service quality and the expanded service marketing mix, are rooted in the foundational work of Zeithaml, Bitner and Gremler (2017) on services marketing.

1.4.1 Product strategy

Product in residential development, the “product” means more than just the physical building. It includes location, design, layout and also intangible things like lifestyle, community feel and even status. Kotler and Armstrong (2023) break this down into three levels: the core product (basic shelter), the actual product (features and finish) and the augmented product (extra services or benefits).

Location is one of the most important parts of a real estate product. According to Brett and Schmitz (2019), things like accessibility, nearby services, views and the overall neighborhood feel can strongly affect what buyers are willing to pay.

Design and specifications constitute another critical product dimension. Architectural style, space planning, materials and finishes directly impact buyer perceptions and willingness to pay. CBRE (2024) reports that more buyers now look for practical layouts, energy-efficient features and outdoor areas - especially after the pandemic changed how people live and work.

Community features and amenities form an increasingly important product component. JLL (2024) points out that today's most successful housing projects don't just compete on apartment specs - they focus on the lifestyle they offer through green spaces, shared areas and community features. These elements contribute to the development's overall value proposition and support premium positioning when aligned with target segment preferences.

Branding represents a crucial product strategy element, establishing the development's identity and associations. Aaker (2010) identifies key brand functions-differentiation, quality signaling, emotional connection and risk reduction. In the case of Winning Estate, the developer behind Nové Oslavany, their established regional reputation provides a foundation of trust and quality expectations, though they face stronger competition from national developers with greater brand recognition in the broader market. Effective development branding typically combines naming, visual identity, messaging and experience design to create coherent brand impressions.

1.4.2 Pricing strategy

Pricing strategy in real estate needs to balance a few goals: making a profit, selling at a steady pace, staying competitive and showing buyers the value behind the price. Nagle and Müller (2024) emphasize that effective pricing requires understanding both costs and customer value perceptions, recognizing that buyers evaluate prices relative to perceived benefits and alternatives.

Cost-based pricing establishes minimum price thresholds based on land costs, construction expenses, financing charges and profit requirements. KPMG (2024) explains that rising construction and financing costs have made it harder for developers to keep prices low. But pricing shouldn't just depend on costs. Nagle et al. (2024) and Hinterhuber and Liozu (2022) suggest that setting prices based on what buyers think the home is worth - value-based pricing - is often more effective.

Competitive pricing considers market alternatives and positioning objectives. Developments may position as premium offerings (priced above market averages), value options (priced below comparable alternatives) or market-rate products (aligned with similar offerings). This

positioning should reflect both strategic objectives and realistic market assessment. Hromada et. al. (2019) observe that Czech residential developments increasingly employ tiered pricing strategies, offering different specification levels to address diverse price sensitivities.

Pricing tactics include incentives and promotional offers that influence buyer perceptions and decisions. Common approaches include early-buyer discounts, furnishing packages and closing cost contributions. These tactics can stimulate sales velocity while maintaining headline prices that support appraisal values and brand positioning.

1.4.3 Place (distribution) strategy

Distribution strategy in residential development encompasses sales channels, purchase processes and customer experience management. While physical distribution differs from product industries, channel decisions significantly influence marketing effectiveness and customer satisfaction.

Sales channel options include direct developer sales, external agency partnerships and digital platforms. Each approach offers distinct advantages regarding cost structure, market reach and process control. Savills (2024) notes increasing channel integration in residential marketing, with developers combining direct sales teams, agency relationships and digital platforms to maximize market coverage.

The sales environment significantly influences customer experience and purchase decisions in real estate. As Miles, Netherton and Schmitz (2015) emphasize, marketing centers-ranging from simple in-building displays to elaborate freestanding showrooms-play a crucial role in shaping buyer perceptions and delivering the development story through curated presentations, interactive exhibits and guided tours. The optimal approach depends on development stage, target market characteristics and competitive practices.

The purchase process represents another critical distribution element. This process typically includes information provision, property viewing, offer negotiation, contract execution and closing coordination (Moton Legal Group, 2024). Streamlining this journey improves conversion rates and customer satisfaction. JLL (2023) observes growing emphasis on process digitization, with electronic document handling, virtual tours and online reservation systems becoming industry standards.

1.4.4 Promotion strategy

Promotion strategy communicates the development's value proposition to target audiences through advertising, personal selling, sales promotion, public relations and direct marketing. Effective promotion integrates these elements to create consistent messaging across customer touchpoints.

Advertising encompasses paid communication through mass media and targeted channels. For residential developments, common advertising vehicles include property portals, social media, search engines, print publications, outdoor media and specialized real estate platforms. Chaffey and Ellis-Chadwick (2022) emphasize the growing importance of digital advertising, which offers superior targeting capabilities and performance measurement compared to traditional media.

Content marketing focuses on creating valuable information that attracts and engages potential buyers. Lieb (2021) outlines content types that enhance buyer engagement, such as neighborhood guides, lifestyle content and buyer education resources, all of which improve visibility and support decision-making. This content supports both search visibility and buyer engagement throughout the consideration process.

Personal selling remains essential in residential development, providing individualized guidance and persuasion. Effective sales approaches combine consultative techniques (understanding buyer needs), relationship building (establishing trust) and closing skills (facilitating purchase decisions). Kotler and Keller (2021) emphasize that personal selling effectiveness depends on both representative capabilities and supporting systems and tools.

Sales promotion includes incentives that encourage immediate action, such as limited-time discounts, furnishing packages and reservation incentives. While these tactics can accelerate sales velocity, Nagle and Müller (2024) caution that excessive promotions may undermine value perceptions and price integrity. Effective promotions align with overall positioning strategy rather than contradicting premium quality messages.

Public relations builds awareness and credibility through earned media coverage, community engagement and stakeholder relationships. For residential developments, PR activities might include press releases about project milestones, community events, sustainability initiatives and design awards. These efforts complement advertising by providing third-party validation and broader narrative development.

1.5 Implementation and performance measurement

Marketing implementation translates strategic plans into operational activities that deliver results. For residential developments, implementation encompasses resource allocation, timeline management, team coordination and performance monitoring.

Implementation planning establishes clear responsibilities, timelines and budgets for marketing activities. McDonald and Wilson (2016) emphasize that effective implementation plans should specify what will be done, who will do it, when it will happen and how much it will cost. This clarity improves execution quality and accountability. For residential developments with extended sales periods, implementation planning typically addresses both launch marketing and ongoing sales support activities.

Resource allocation decisions distribute marketing investments across activities, channels and time periods to maximize return on marketing investment (ROMI). Kotler and Keller (2021) recommend allocating resources based on strategic priorities, expected effectiveness and competitive requirements. In residential development, resource allocation typically evolves throughout the sales cycle, with heavier investment during launch periods and more targeted spending as inventory decreases.

Team coordination aligns internal staff, external agencies and service providers around consistent objectives and messaging. Hooley et al. (2020) emphasize that effective coordination requires clear communication channels, shared performance metrics and collaborative processes. For residential developments, key coordination points include developer marketing teams, sales representatives, advertising agencies and property management staff.

Performance measurement evaluates marketing effectiveness against established objectives. Common metrics in residential development marketing include inquiry generation, site visit conversion, reservation rates, sales velocity and marketing cost per sale. Chaffey and Ellis-Chadwick (2022) emphasize the importance of establishing both process metrics (measuring activity efficiency) and outcome metrics (measuring business results) to provide a complete performance picture.

Digital analytics have transformed performance measurement capabilities, providing detailed insights into customer behavior and marketing effectiveness. Key digital metrics include website traffic, engagement rates, lead generation and channel attribution. These metrics enable more precise optimization of marketing investments and messaging approaches.

Adaptation based on performance data represents a critical implementation element. Baines et al. (2019) emphasize that marketing plans should be treated as living documents that evolve based on market feedback and performance results. This adaptive approach is particularly important in residential development, where extended sales periods create both the need and opportunity for strategy refinement.

In the context of residential development projects like Nové Oslavany, implementation and measurement frameworks provide the discipline and feedback mechanisms needed to translate marketing strategy into successful sales outcomes. By establishing clear plans, monitoring results and adapting approaches based on performance data, developers can optimize marketing effectiveness throughout the project lifecycle.

2 CURRENT STATE ANALYSIS

2.1 Introduction to the development project

The Nové Oslavany project represents a significant residential development initiative by Winning Estate. Located in the South Moravian Region of the Czech Republic, this project aims to transform a 12-hectare area into a modern residential community. The development includes various housing options: land plots for individual construction, terraced houses and apartment buildings. This multifaceted approach addresses diverse housing needs while maintaining a cohesive community concept.

The project's strategic location approximately 30 kilometers from Brno provides residents with a balance between rural tranquility and urban accessibility. This positioning aligns with post-pandemic trends, where there is an increased preference for more spacious living environments with access to nature, while still maintaining connections to urban centers.



Picture 1: Visualisation of the Nové Oslavany area from bird's eye view

(Source: Page "Map", www.noveoslavany.cz, 2025)

Project Scope:

- Mixed-use development on a 12-hectare site
- Planned total:
 - ~101 land plots for family homes
 - 345 apartments (Studios, 1+kk to 3+kk layouts)
 - 28 terraced houses (5+kk)

- 6 commercial units

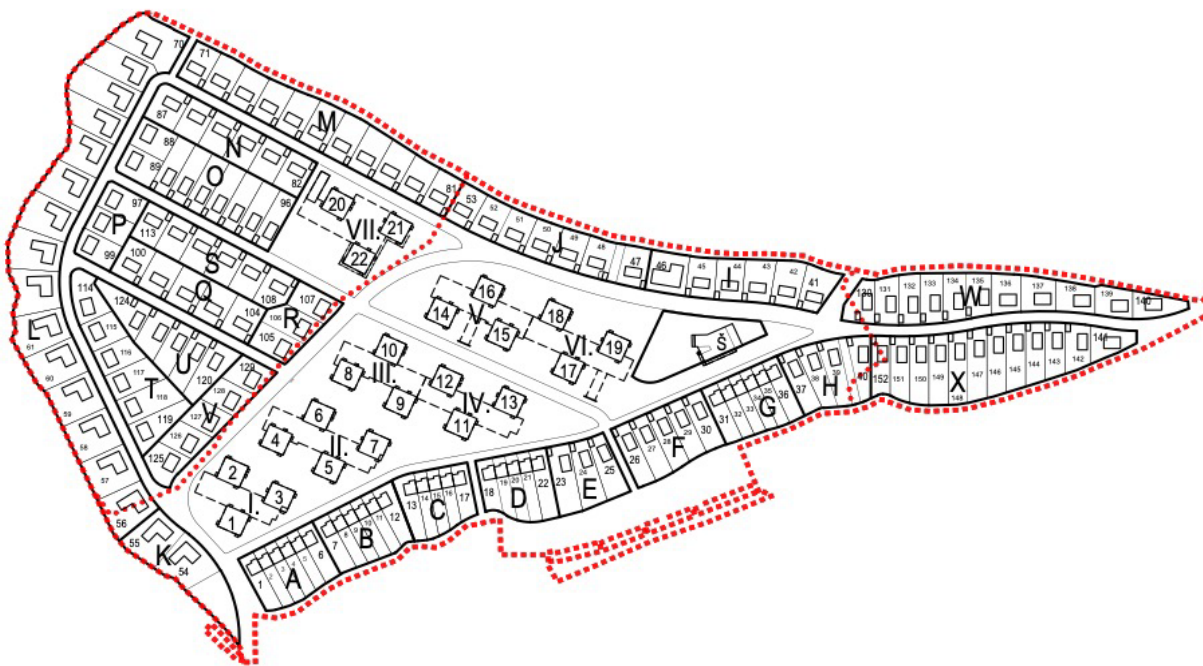
Development Phases: (phases end with finishing construction, not selling)

- **Phase I (2022 - 2024):**

- 46 fully serviced land plots with utility connections (water, gas, sewer, electricity, fiber optic)
- Optional pre-designed home studies available
- Land titled “E”, “F”, “H”, “I”, “J”, “K”, “L”, “R”, “V”, “T” on the map below.

- **Phase II (2025 - ongoing):**

- 50 flats in the apartment building VI (houses 17-19 are technically one building, they share common underground parking space)
- 6 terraced houses (Houses titled under “A” on the map below)
- 23 fully serviced land plots (Land titled “W” and “X”)



Picture 2: Map of the development’s housing types

(Source: K4 ARCHITECTS & ENGINEERS, 2021)

Future phases will add more flats, houses and infrastructure depending on the demand and current needs of the project.

Housing Types:

- **Land plots:**
 - Ready for immediate building after permitting
 - Flexible for various housing types (bungalows, wooden homes, etc.)
 - Average price per m²: ~ 5,100 CZK
- **Apartments:**
 - Located in 2–3 story modern blocks
 - Underground parking, green roofs, balconies/gardens
 - Average price per m²: ~ 96,074 CZK/m²
- **Terraced houses:**
 - 5-room layouts (5+kk)
 - Modern architecture
 - Personal garden
 - Average price per m²: ~ 81,750 CZK



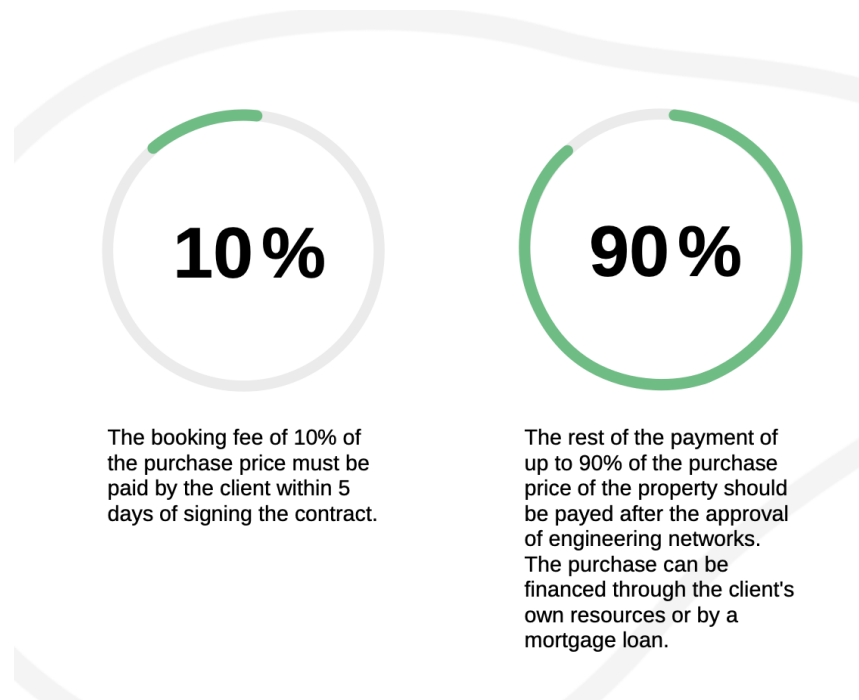
Picture 3: Visualisation of terraced houses „G“ and the kindergarden

(Source: Page “Gallery”, www.noveoslavany.cz, 2025)

Price

In communications, Winning Estate emphasizes value for money. Marketing materials underline that buyers get modern infrastructure and a pleasant lifestyle “near Brno” for these

prices, implicitly contrasting with higher-cost city apartments. The payment structure also supports affordability: buyers initially only need to pay a 10% deposit (for plots) or a small fixed booking fee (for apartments), with the bulk of the price due upon completion or handover. This staged payment schedule reduces upfront burden on buyers, making the purchase more financially accessible. Additionally, the developer is open about financing options – highlighting that purchases can be financed via mortgages and offering to assist clients with mortgage arrangements.



Picture 4: Land financing infographics

(Source: Page “Purchasing process” PDF, www.noveoslavany.cz, 2025)

Place

Oslavany is described as a picturesque, historically rich locale, known for its Renaissance château and recently revitalized castle park with playgrounds, a natural swimming biotope and relaxation zones . The town provides full civic amenities (schools, healthcare, shops) and even unique attractions like a local brewery and a Permonium adventure park, making it attractive for families.

Community features of the project itself:

- Central public square with small retail units
- Kindergarten with 75-child capacity
- Preserved green spaces including a historic pear grove

- Sidewalks, bike paths and playgrounds
- Emphasis on a safe, walkable, family-friendly environment



Picture 5: Visualisation of the apartment building „VII“ with the old peer tree

(Source: Page “Gallery”, www.noveoslavany.cz, 2025)

Distribution and Sales:

Winning Estate uses a direct-to-customer sales approach for Nové Oslavany, rather than selling through third-party agencies. The developer’s in-house sales team (2-3 people team) manages inquiries and transactions from their Brno office and on-site in Oslavany . Interested buyers can reach out via the official website or phone/email to arrange individual tours of the site. In addition to the website, the available properties are marketed through major Czech real estate portals (such as Sreality.cz, Novostavby.cz and Reality iDNES).

Promotion

Nové Oslavany uses a comprehensive, multi-channel promotional strategy to build awareness and attract buyers:

- **Digital Marketing:**
 - Strong online presence via their website www.noveoslavany.cz, social media (Facebook, Instagram, YouTube)

- Paid campaigns on Google, Seznam and Facebook Ads
- Premium listings on real estate portals (Sreality.cz, Reality.iDNES.cz)
- Campaigns include construction updates, drone videos and lifestyle content
- **Public Relations & Community Outreach:**
 - Local event sponsorships (e.g. folk festivals, school raffles) in Oslavany
 - Press releases and holiday messages
 - Focus on building community goodwill and brand recognition in Oslavany
 - Ads at Winning Group arena (Brno hockey team “Kometa” stadium)
- **Traditional Media:**
 - Print ads in regional newspapers (e.g. “Okno”)
 - Flyers distributed at local events
 - Possible use of radio and local press confirmed via contact form options
- **Outdoor Advertising:**
 - Billboards and banners in high-traffic areas (e.g. Brno Futurum, Oslavany bus station)
 - Unique “hypercube” double-sided billboard installations in Oslavany, Brno shopping center
 - Long-term leases on advertising spaces to ensure ongoing visibility

This 360-degree promotional approach ensures high visibility across online, offline and community channels - reinforcing brand awareness and supporting steady buyer interest.

People

The “People” element at Nové Oslavany is defined by a skilled in-house 5 people team at Winning Estate, part of the Brno-based Winning Group. With prior success near Oslavany (e.g., Rezidence u Zámku in 2018 and Rodinné domy Padochov in 2023), the developer brings experience, stability and direct control over construction and sales.

Winning Estate offers a range of key features designed to provide a seamless and personalized property buying experience. Unlike many competitors, all sales are handled directly by Winning Estate’s internal team rather than through external brokers. This ensures clear, transparent and personal communication with every client.

Prospective buyers are invited to participate in one-on-one tours of the properties, allowing the team to tailor the experience to each individual's needs and address specific questions or concerns.

From the initial inquiry to the final purchase, the company provides comprehensive support. This includes expert guidance throughout the entire buying process-ranging from technical consultations and optional house design studies to assistance with mortgage arrangements.

Thanks to strong in-house expertise, Winning Estate can manage critical aspects such as permitting, infrastructure development and legal requirements internally. Their close collaboration with architects and engineers enables them to resolve issues efficiently and keep projects moving forward without unnecessary delays.

This personalized approach builds trust and reassures buyers that real professionals are involved at every step of their homeownership journey.

Process

The purchase process at Nové Oslavany is transparent and well-structured, with detailed steps outlined on the website for both plots and apartments. Buyers are guided from the first inquiry to final handover.

Buying a building land plot is a crucial investment, therefore we have prepared a brief description of the four basic steps to make everything clear and straightforward.



1. PROPERTY SELECTION

Choose a land lot from our offer and contact us. We will be happy to help you with the selection and answer any further questions you may have. If you show serious interest in the property, we will proceed with the contract documents. Before concluding the reservation contract we will withdraw your plot from the public offer.

2. BOOKING

After completing the necessary contractual data, we will prepare a proposal contract for review. Subsequently, the booking contract will be signed. The booking fee of 10% of the purchase price must be paid by the client within 5 days of signing the contract.

3. ADDITIONAL PAYMENT OF THE PURCHASE PRICE AND PURCHASE AGREEMENT

After the approval of the building permit is granted, about which we will inform you in advance, we will proceed with the payment of the remaining part of the purchase price and the subsequent signing of the purchase contract. The submission of the documents to the land registry will be taken care of for you.

4. HANDOVER OF REAL ESTATE

At an agreed date after signing the purchase agreement contract, the land lot will be handed over to you with the official protocol.

In the case of financing through a mortgage loan, we will notify you in good time to ensure all of the administrative processes related to the processing of the loan are done, including the steps related to its disbursement.

* We would like to inform you that our company does not allow subsequent changes in the wording of contract documents.

Picture 6: Purchasing process infographics

(Source: Page "Purchasing process" PDF, www.noveoslavany.cz, 2025)

Physical evidence

Since Nové Oslavany is being built in phases, its physical evidence evolves over time. In early stages, the developer relies on high-quality visual materials to convey the future character of the project—these include architectural renders, interior visualizations and drone videos showing site progress. Though illustrative, they give a clear sense of the development’s style and layout. Tangible evidence is also present on-site. By 2023, Phase I infrastructure (paved roads, utilities, sidewalks) was completed, allowing visitors to walk the streets and inspect serviced plots—offering trust-building proof that the project is real and progressing. A ceremonial handover in late 2024 further confirmed this progress.

Additional physical elements include brochures, branded info boards at the site entrance, banners in nearby villages and even a large 3D billboard in Brno (“hypercube”). While no model homes exist yet, the developer references its past projects to demonstrate build quality. As new buildings are completed (e.g., terraced houses in 2025), more direct evidence will become available to prospective buyers.

2.2 Methodology of the analysis

The analytical framework employed in this thesis combines several complementary approaches to ensure thorough examination of both external and internal factors affecting the Nové Oslavany project:

PESTLE analysis: Examines macro-environmental factors (Political, Economic, Socio-cultural, Technological, Legal and Ecological) that influence an organization’s external environment and strategic context (Baines et al., 2019).

Market analysis: Investigates target audience segments, demand-supply dynamics and competitive landscape to identify market opportunities and challenges (Kotler & Keller, 2021).

SWOT analysis: Evaluates the project’s internal strengths and weaknesses alongside external opportunities and threats. This framework helps assess how well the development’s attributes align with market conditions and reveals strategic priorities for competitive positioning and risk mitigation (Kotler & Armstrong, 2023).

Financial analysis: Evaluates the economic aspects of the project, including marketing expenditures and return on investment considerations (McDonald & Wilson, 2016).

Risk analysis: Identifies potential threats to project success and explores mitigation strategies (Hooley et al., 2020).

Data for these analyses was collected through multiple sources:

- Internal documentation from Winning Estate (Internal company sources, 2025)
- Market research reports on the Czech real estate sector (CBRE, 2025; Colliers, 2025)
- Regional economic and demographic data (Czech Statistical Office, 2024)
- Competitor analysis through direct observation and secondary research (Realitymix.cz, 2025)
- Marketing expenditure records and financial projections (Internal company sources, 2025)

This methodological approach ensures that the subsequent marketing strategy recommendations are grounded in factual data and systematic analysis rather than assumptions.

2.3 PESTLE analysis

This section examines the macro-environmental factors affecting the Nové Oslavany project, providing context for the subsequent marketing strategy development.

2.3.1 Political factors

The Czech Republic's stable political environment (GOV.UK. 2023) and consistent economic policies create a favorable climate for real estate development (CzechInvest 2024). For Nové Oslavany, several specific political aspects are important:

- **Local government support:** The Oslavany municipal authorities have demonstrated support for the development project, streamlining approval processes and providing necessary infrastructure connections (Internal company sources, 2025).
- **Regional development policies:** The South Moravian Region's development strategy emphasizes sustainable growth of smaller municipalities, aligning with the Nové Oslavany concept (South Moravian Region, 2021).
- **Housing policy initiatives:** Government programs supporting first-time homebuyers could positively impact demand for properties in the development.

These political factors create a supportive framework for the project's implementation, though changes in local government leadership could potentially affect this support.

2.3.2 Economic factors

Several economic trends and conditions directly impact the Nové Oslavany project:

- **Interest rate fluctuations:** The Czech National Bank's monetary policy affects mortgage affordability, with recent interest rate increases potentially constraining buyer purchasing power (Czech National Bank, 2024).
- **Regional economic growth:** The South Moravian Region continues to demonstrate economic resilience, with Brno serving as a significant economic hub that supports housing demand in surrounding areas (KPMG, 2023).
- **Construction costs:** Ongoing inflation in construction materials and labor costs presents challenges for maintaining projected profit margins without price increases (RICS, 2023).
- **Household income trends:** Average household income in the target region has shown steady growth, supporting demand for quality housing options (Czech Statistical Office, 2024).

These economic factors suggest a generally favorable environment for the project, though rising construction costs and interest rates require careful pricing strategy consideration.

2.3.3 Social factors

Social trends and demographic patterns significantly influence housing preferences relevant to the Nové Oslavany project:

- **Post-pandemic lifestyle shifts:** The COVID-19 pandemic accelerated the trend toward suburban and rural living, with increased demand for properties offering more space and connection to nature (PwC & Urban Land Institute, 2025).
- **Remote work adoption:** The normalization of remote and hybrid work arrangements has expanded the geographic radius within which people consider housing options relative to employment centers (PwC & Urban Land Institute, 2025).
- **Demographic patterns:** The target region shows stable population growth, with particular increases in young families seeking affordable housing options outside urban centers (Czech Statistical Office, 2024).
- **Community preferences:** Growing consumer interest in developments that offer community amenities and social connection opportunities aligns with the Nové Oslavany concept (JLL, 2023).

These social factors create favorable conditions for the project's value proposition of combining rural quality of life with urban accessibility.

2.3.4 Technological factors

Technological developments influence both construction approaches and buyer expectations:

- **Smart home integration:** Growing consumer interest in home automation and energy management systems affects buyer expectations for new construction (Cushman & Wakefield, 2023).
- **Connectivity infrastructure:** High-speed internet availability has become a critical factor for homebuyers, particularly those working remotely (CBRE, 2024).
- **Construction technology:** Advances in building materials and methods offer opportunities for improved energy efficiency and construction speed (European Commission, 2023).
- **Digital marketing platforms:** The evolution of property marketing technologies enables more targeted and immersive presentation of development projects to potential buyers (Chaffey & Ellis-Chadwick, 2022).

The Nové Oslavany project must address these technological factors to meet contemporary buyer expectations and leverage digital marketing opportunities.

2.3.5 Legal factors

The regulatory environment creates both constraints and opportunities for the development:

- **Building regulations:** Czech construction standards and building codes establish parameters for development quality and safety (Ministry of Regional Development of the Czech Republic, 2025).
- **Environmental compliance:** Requirements for environmental impact assessment and mitigation measures affect development planning and costs (Miles, 2015).
- **Consumer protection laws:** European Union mandates transparent communication in property sales and marketing. Directives such as the Unfair Commercial Practices Directive (2005/29/EC) and the Consumer Rights Directive (2011/83/EU) require that all marketing materials provide clear, accurate and comprehensive information to potential buyers, thereby safeguarding consumer interests and promoting fair transactions (EUROPEAN PARLIAMENT and COUNCIL).
- **Land use regulations:** Zoning requirements and land use restrictions shape the development's design and density (Internal company sources, 2025).

Compliance with these legal factors has been integrated into the project planning process, with necessary approvals secured for current development phases.

2.3.6 Environmental factors

Environmental considerations affect both regulatory compliance and market positioning:

- **Sustainability expectations:** Growing consumer interest in environmentally responsible development creates opportunities for differentiation (Architects' Council of Europe, 2023).
- **Energy efficiency requirements:** Building energy performance standards influence construction specifications and operating costs (European Commission, 2023).
- **Natural setting:** The project's location offers natural environmental amenities that can be highlighted in marketing materials (Noveoslavany.cz, 2025).
- **Climate considerations:** Designing for climate resilience addresses both regulatory requirements and buyer concerns about long-term property value (World Bank, 2021).

The Nové Oslavany project's integration with its natural setting represents a potential competitive advantage if properly emphasized in marketing communications.

2.3.7 PESTLE analysis summary

The overall macro-environment appears supportive of the Nové Oslavany project, especially in terms of social trends that match the development's concept. However, certain economic risks (mainly rising construction costs and higher interest rates) could make the project less affordable for some buyer groups. At the same time, the analysis points to clear marketing opportunities, such as highlighting how the project fits current lifestyle shifts after the pandemic and its focus on nature and sustainability.

2.4 Market analysis

This section examines the specific market context for the Nové Oslavany project, including target audience segments, demand-supply dynamics and competitive landscape.

Overview and data sources

To assess the market share of the Nové Oslavany residential project in 2024, we consider two geographic zones around Oslavany (South Moravia, CZ): a primary local market within 10 km and a broader regional market from 10–40 km radius.

We count only new residential units sold in 2024, including land plots (building parcels), newly built apartments and newly built houses. The figures are estimated from public data and reports, including the Czech Statistical Office (ČSÚ), real estate listing databases and developer reports.

Overall count: all properties - land, flats, houses

According to official data from the Czech Office for Surveying, Mapping and Cadastre (ČÚZK, 2024), the total number of new property ownership entries in 2024 across Brno and its

surrounding areas reached 24,358 transactions. This figure encompasses all types of property ownership changes, including land plots, flats and houses. Since we are looking at a 30+ km range, the city of Blansko was also included.

The Brno metropolitan area-comprised of “Brno-město” (city district) and “Brno-venkov” (suburban district)-accounted for the bulk of these transfers. Specifically (ČÚZK, 2024):

- **Brno-město** recorded **12,665 ownership transfers**,
- **Brno-venkov** followed with **9,560**,
- And **Blansko**, a nearby district within the 30 km commuter belt, saw **2,133 transactions**.

These numbers reflect a moderate rebound compared to 2023, which had seen a pandemic- and interest-rate-driven cooling in the market. The 2024 total of 24,358 transactions marks a 2.1% increase year-over-year, following the dip to 23,861 in 2023 and signals a return of moderate activity after the post-COVID property boom peaked in 2021 with nearly 29,000 recorded transactions in the same region. The downward trend from 2021 to 2023, followed by stabilization in 2024, mirrors broader national patterns, where increased financing costs and inflationary pressure initially suppressed demand before a gradual recovery set in (ČÚZK, 2021 - 2024).

Table 1: Statistics of new properties entered into the Cadastr 2024.

Statistics of new entries made 2024		
Cadastr	Cadastral office	New ownership
		total
South Moravian Region	Blansko	2 709
South Moravian Region	Brno-město	14 058
South Moravian Region	Brno-venkov	12 124
Total 2021		28 891
South Moravian Region	Blansko	2 160
South Moravian Region	Brno-město	13 213
South Moravian Region	Brno-venkov	10 120
Total 2022		25 493

South Moravian Region	Blansko	1 947
South Moravian Region	Brno-město	12 732
South Moravian Region	Brno-venkov	9 182
Total 2023		23 861
South Moravian Region	Blansko	2 133
South Moravian Region	Brno-město	12 665
South Moravian Region	Brno-venkov	9 560
Total 2024		24 358

(Source: Compiled by author based on ČÚZK, 2021 - 2024)

While this data aggregates all property types, it highlights the ongoing significance of Brno and its surrounding suburban areas as active real estate markets. Further detail on types of properties (e.g., residential land vs. housing units) would require more granular breakdowns, but these figures already provide a strong macro-level insight into the volume of ownership changes within the South Moravian core.

Count: new flats + new houses

According to Trikaya “Brno residential property market report of new properties, 2024” marked a dramatic turnaround for the Brno residential real estate market, which rebounded from the stagnation of the previous two years. With 1,298 newly built flats sold, the market recorded its strongest performance since 2016, reflecting a restored buyer sentiment and improving access to financing.

Trikaya collects data for its real estate market analyses by systematically monitoring publicly available price lists and apartment availability from developers active in the Brno new-build (novostavby) segment since 2013. The company has built a proprietary database covering over 300 residential projects and more than 10,000 individual units.

Price development

Trikaya claims in their press releases, that throughout 2024, the average offer prices for new residential units in Brno climbed steadily. On average, the annual offer price reached 129,800 CZK/m², while the actual sale price settled at 126,000 CZK/m². By the fourth quarter, the average price of a new apartment exceeded 8 million CZK, with 1+kk and 2+kk layouts leading in sales volume. One-bedroom units commanded the highest price per square meter, averaging 133,700 CZK/m².

Despite rising demand, the market saw a decline in new housing supply. The number of available new-build apartments dropped from over 1,900 in January to approximately 1,400 by

December. This tightening of supply means that, without the addition of new projects, Brno’s inventory could be depleted within a year, highlighting a critical imbalance between demand and availability.

The resurgence in buyer activity was largely driven by declining mortgage rates, which fell to around 4.85% by year-end and growing consumer confidence as inflation eased and real wages began to rise. However, the market continued to be constrained by low levels of new construction and prolonged permitting processes.

In summary, 2024 marked a clear turning point for Brno’s housing market. After years of stagnation, the city experienced one of its most active periods in nearly a decade. However, without meaningful progress in speeding up housing development and approvals, continued price increases appear inevitable as demand continues to outpace supply.

2.4.1 Target market segments

The segmentation presented was developed through interviews with employees of the development company, drawing on their direct experience with buyers from Nové Oslavany and similar residential projects. These insights were cross-referenced and supported with relevant literature to ensure validity. As such, the following table represents a synthesis of practical, real-world observations and academically grounded data, with only those insights included that are substantiated by published sources.

Table 2: Target market segments: land, houses, apartments and corporate buyers.

Segment	Land plot buyers	Terraced house buyers	Apartment buyers	Corporate clients
Demographics	30-50 years old, middle to upper-middle income, families with children	28-45 years old, middle income, young families or pre-family couples	Diverse: first-time buyers, downsizers, investors	Companies seeking employee housing or investment opportunities
Housing needs	Customization opportunities, larger living spaces	Balance of space, privacy and low maintenance	Varied: starter homes, retirement options	Portfolio diversification, employee benefits, long-term value
Decision factors	Land price, plot size, infrastructure, regulations,	Price, layout efficiency, outdoor space,	Price point, layout, amenities,	ROI, management needs, bulk purchase terms

	community concept	community amenities	investment potential	
Communication channels	Real estate platforms, exhibitions, direct marketing	Online platforms, social media, exhibitions	Online platforms, social media, exhibitions	Direct B2B marketing, industry networks, forums

(Source: Compiled by author, based on internal and literature analysis)

“**Land plot buyers**” segment includes individuals typically between 30 and 50 years old, belonging to middle to upper-middle income households and often with children. Based on internal interviews with company employees and their prior experience with similar residential developments, this group consistently shows strong interest in the opportunity to build custom homes tailored to their preferences and lifestyle. These observations align with findings in the literature (Vangeel et al., 2023), reinforcing the profile and motivations of this buyer type. This segment prioritizes factors such as land price, plot size, the availability of utility and infrastructure connections, local building regulations and the overall community concept. Effective communication with this segment can be achieved through targeted real estate platforms, direct marketing efforts and presence at property exhibitions.

“**Terraced house buyers**” typically consist of young families or couples planning to start a family, generally aged between 28 and 45, and falling within the middle-income bracket (Cushman & Wakefield, 2024). According to interviews with company staff and their prior experience with similar developments, this group is attracted to housing that offers a practical balance between living space, privacy, and manageable maintenance demands. Their purchase decisions are primarily influenced by factors such as overall price, the efficiency and functionality of the interior layout, access to outdoor space, and the availability of community-oriented amenities. These preferences align with broader market research and have been consistently observed in previous sales. To reach this segment effectively, developers should focus on strong visibility through online property platforms and social media, complemented by a presence at property exhibitions where these buyers often seek inspiration and information.

“**Apartment buyers**” represent a diverse demographic, including first-time homeowners, downsizers seeking more manageable living spaces, and investors looking for long-term value opportunities (JLL, 2023). Insights from internal interviews with company staff, combined with their experience in similar developments, confirm the varied nature of this segment and the need to approach it with tailored strategies based on sub-segment motivations. Housing needs within this group range widely - from affordable starter homes for younger buyers to low-

maintenance, accessible units suited for retirees. For investors, the focus is primarily on the financial potential of the property. Key decision factors influencing this segment include the price point, unit layout, available amenities, and the property's potential as an investment. Given the breadth of this audience, marketing efforts are most effective when distributed across high-traffic online property platforms, social media channels, and real estate exhibitions where different buyer types actively seek opportunities.

“Corporate clients” form a distinct segment composed of companies seeking residential properties either as part of employee benefit programs or as strategic investment opportunities. Based on interviews with development company personnel and prior sales experience, this segment is increasingly relevant in projects like Nové Oslavany, particularly where bulk purchases and long-term value propositions are possible. These clients are driven by goals such as portfolio diversification, enhancing employee satisfaction through housing solutions, and securing properties that offer stable, long-term value appreciation. Their decision-making process centers on measurable returns on investment, the level of property management required, and the terms of bulk acquisition. Reaching this audience requires a business-oriented communication strategy, with emphasis on direct B2B marketing, leveraging industry-specific networks, and participation in investment and real estate forums.

Understanding these segments allows for targeted marketing approaches that address specific needs and decision factors through appropriate channels.

2.4.2 Demand and supply dynamics

This subsection is meant to analyze the balance or imbalance between who wants to buy homes and what is available for purchase. “Demand” answers the questions: how many people, what types of homes, at what price and why? “Supply” answers to: how much housing is on the market, what kind, where and at what cost?

Table 3: Demand and supply dynamics table.

Question	Demand side (Buyers)	Supply side (Current offerings)
How many people?	Moderate but rising demand from suburban movers and young families Regional growth supported by Brno expansion	Limited new development around Oslavany Low density of active projects nearby
What types of homes?	Preference for land plots, terraced houses and compact modern apartments	Mostly older homes or scattered land parcels

		Few integrated community developments
At what price?	Sensitive to mortgage rates; budgets often capped (e.g., 6–9 million CZK for families)	Prices vary; some listings in similar range, but quality/specs often lower
Why do they want it?	Desire for space, nature, affordability Remote work enables suburban living	Few projects cater to “rural-urban balance” Limited amenities in existing housing
How much housing is on the market?	Fewer buyers than in Brno, but stable interest in mid-market housing	Supply below regional need estimates (Czech Statistical Office: shortfall of ~7,000 units)
Where is it located?	Target area: 30–40 km radius from Brno (commutable)	Supply clustered closer to Brno (e.g., Modřice, Ivančice) Oslavany is underdeveloped
At what cost?	Buyers aim for value, not cheapest price Willing to pay more for quality & community	Existing supply lacks perceived value; lower prices, but lower quality or fragmented offers

(Source: Compiled by author)

As summarized in the spreadsheet above, the Nové Oslavany project is well-aligned with emerging housing demand trends in the region. Buyers - particularly young families and remote professionals - increasingly seek a balance between urban accessibility and rural quality of life. However, the existing housing supply in the Oslavany area remains fragmented, dated or uncoordinated, with few developments offering the type of integrated community concept that defines Nové Oslavany. This mismatch between demand and supply highlights a clear market opportunity for the project, especially given its diverse housing typologies and value-driven pricing strategy. Moreover, while affordability remains a concern, the focus on quality, environment and long-term livability positions Nové Oslavany favorably among discerning buyers.

2.4.3 Competitor analysis

All of the projects below are active with units for sale (May 2025), offering modern new housing (“**novostavby**”) in the surrounding area of Brno, within ~40 km.

Large-Scale Projects (Multi-Unit Developments):

- **Kuřim Záhoří** (Imos Development) – Kuřim (≈10 km N of Brno). A large mixed project with family houses and a new residential quarter.
 - *Type:* New houses and flats.
 - *Units:* 29 family houses, 157 flats, ~186 total (multi-phase).
 - *Amenities:* city park and childrens' playground
 - *Website:* www.kurimzahori.cz
- **Rezidence TILIA** (LERAM estate s.r.o.) – Šlapanice (≈10 km E of Brno). A modern low-energy apartment complex of four buildings in a green courtyard setting.
 - *Type:* New flats.
 - *Units:* 76 flats.
 - *Amenities:* childrens' playground
 - *Website:* www.rezidencetilia.com
- **Nové Kobylnice** (Nové Kobylnice s.r.o.) – Kobylnice (≈10 km E of Brno). A new housing estate featuring low-energy family houses in modern architectural style.
 - *Type:* New houses.
 - *Units:* 37 houses.
 - *Amenities:* none.
 - *Website:* www.novekobylnice.cz
- **Rezidence La Vista** (S.O.K. Real a.s.) – Sokolnice (≈12 km SE of Brno). A newly built residential project combining modern design with village ambiance
 - *Type:* New houses.
 - *Units:* 7 houses
 - *Amenities:* none.
 - *Website:* www.lavistasokolnice.cz
- **Rodinné domy Kanice** (PS-estate gama s.r.o.) – Kanice (≈12 km NE of Brno). A cluster of newly built family houses.
 - *Type:* New houses.

- *Units:* 14 houses.
- *Amenities:* kindergarten and school, a general practitioner and dentist, a grocery and general goods store, a football field.
- *Website:* none.
- **Panorama Rosice** (Bramley s.r.o.) – Rosice (≈20 km W of Brno). A newly built apartment house on a hill.
 - *Type:* New flats.
 - *Units:* 37 flats.
 - *Amenities:* gym, kindergarten, children's playground, park greenery. Units are available for immediate move-in
 - *Website:* www.proceram.cz/realizace/develop/rezidencni-areal-panorama-rosice
- **“Byt’ák jako Brno”** (Trivest Development) – Domašov u Brna (≈20 km W of Brno). A small apartment project comprising new low-energy flats in a village near the D1 highway.
 - *Type:* New flats.
 - *Units:* 16 flats.
 - *Amenities:* Units are available for immediate move-in
 - *Website:* none.
- **Bydlení Zbýšov** (PAMIR – Rezidenční bydlení) – Zbýšov (≈25 km W of Brno). A new residential complex in the town of Zbýšov, near Oslavany. Multi-phase.
 - *Type:* New houses
 - *Units:* 5 houses.
 - *Amenities:* none.
 - *Website:* none.
- **Rezidence Pohořelice** (OSP s.r.o.) – Pohořelice (≈25 km S of Brno). A multi-phase apartment complex.
 - *Type:* New flats.

- *Units:* 42 flats
- *Amenities:* kindergarten, children's playground, park greenery.
- *Website:* www.rezidence-pohorelice.cz
- **Rezidence Pasohlávky (GAUTE)** – Pasohlávky (≈34 km S of Brno). A lakeside development of *row houses*.
 - *Type:* New row houses.
 - *Units:* 12 houses
 - *Amenities:* none.
 - *Website:* www.rezidencepasohlavky.cz
- **Domy na Vinici (Domy na Vinici s.r.o.)** – Němčičky (≈30 km S of Brno). A unified residential project in a wine-country village,
 - *Type:* New vila houses.
 - *Units:* 18 houses
 - *Amenities:* none.
 - *Website:* www.domynavinici.cz

Table 4: Competitor by location and units offered.

Project Name	Location	Type of Units	Units Offered
Kuřim Záhoří	Kuřim (~10 km)	Flats, Houses	186
Rezidence TILIA	Šlapanice (~10 km)	Flats	76
Nové Kobylnice	Kobylnice (~10 km)	Houses	37
Rezidence La Vista	Sokolnice (~12 km)	Houses	7
Rodinné domy Kanice	Kanice (~12 km)	Houses	14
Panorama Rosice	Rosice (~20 km)	Flats	37
Byťák jako Brno	Domašov u Brna (~20 km)	Flats	16
Bydlení Zbýšov	Zbýšov (~25 km)	Houses	5
Rezidence Pohořelice	Pohořelice (~25 km)	Flats	42
Rezidence Pasohlávky	Pasohlávky (~34 km)	Flats	13
Domy na Vinici	Němčičky (~30 km)	Houses	18

(Source: Compiled by author)

Nové Oslavany stands out among residential projects in the Brno region for its diverse offer of property types - land plots, flats and family houses-which is unique within a 40 km radius. This versatility allows it to serve a broader buyer spectrum, from those looking to build affordably

to families seeking move-in-ready homes. Its integrated development concept, community amenities and natural small-town setting offer a distinct value proposition, especially for buyers prioritizing peaceful living with access to green space.

Where Nové Oslavany lags behind is in location competitiveness. Many rivals such as **Kuřim Záhoří**, **Rezidence TILIA (Šlapanice)** and **Nové Kobylnice** are located just 10–12 km from Brno, with stronger public transport and urban amenities nearby-supermarkets, schools, medical services and cultural infrastructure. These projects often appeal to daily commuters and families seeking proximity without sacrificing modern housing standards.

Some developments, including **Panorama Rosice** and **Byt'ák jako Brno**, also offer a practical edge with units ready for immediate occupancy, which appeals to buyers with urgent housing needs. Others like **Rezidence Pohořelice** offer larger-scale amenities like kindergartens, playgrounds and landscaped parks-features that Nové Oslavany should emphasize in its next phase.

From a **phasing and scale perspective**, Nové Oslavany fits in the mid-tier bracket. It is larger and more cohesive than small house-only builds (**La Vista** or **Kanice**), yet more intimate and lifestyle-focused than mass-scale apartment blocks. Its natural landscape, cohesive architecture and phased rollout allow it to cultivate a distinct identity rather than just fill regional housing demand.

In summary, while Nové Oslavany may not be the top choice for buyers prioritizing fast commutes or immediate move-in, it holds a strong niche for families seeking nature, long-term community development and a flexible range of housing options - all within reasonable reach of Brno. **Its biggest competitors** are **Kuřim Záhoří** and **Rezidence TILIA**, both offering strong locations, urban proximity and established developer backing. To succeed, Nové Oslavany must continue to clearly communicate its value-driven lifestyle offer and emphasize its natural, integrated and expandable character.

2.4.4 Market share analysis

Based on the previous study of the market it is possible to make an assumption on the market share of Nové Oslavany in the development sector for offers around Brno within the 40 km range.

Table 5: Primary market competition – within 10 km of Nové Oslavany.

Project Name	Project Name	Units Offered	Market Share (%)
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Bydlení Zbýšov	Zbýšov (~25 km)	5	4,7
Nové Oslavany	Oslavany (~30 km)	102	95,3

(Source: Compiled by author)

In the immediate local market, defined as a 10 km radius around Oslavany, only two projects are actively offering new residential units: Bydlení Zbýšov and Nové Oslavany itself. Together, these projects offer 107 units, of which Nové Oslavany accounts for 102-giving it a commanding market share of 95.3%. This makes Nové Oslavany the undisputed leader in the local housing market, clearly dominating available new construction supply in its vicinity.

This local market dominance supports the project's positioning as the primary new residential development for families and individuals seeking modern housing within the Oslavany microregion. As such, Nové Oslavany plays a pivotal role in shaping local housing trends and absorbing demand from surrounding smaller towns and villages.

Table 6: Broader market competition – 40 km radius from Brno.

Project Name	Location	Units Offered	Market Share (%)
Kuřim Záhoří	Kuřim (~10 km)	186	33,6
Rezidence TILIA	Šlapanice (~10 km)	76	13,7
Nové Kobylnice	Kobylnice (~10 km)	37	6,7
Rezidence La Vista	Sokolnice (~12 km)	7	1,3
Rodinné domy Kanice	Kanice (~12 km)	14	2,5
Panorama Rosice	Rosice (~20 km)	37	6,7
Byťák jako Brno	Domašov u Brna (~20 km)	16	2,9
Bydlení Zbýšov	Zbýšov (~25 km)	5	0,9
Rezidence Pohořelice	Pohořelice (~25 km)	42	7,6
Rezidence Pasohlávky	Pasohlávky (~34 km)	13	2,4
Domy na Vinici	Němčičky (~30 km)	18	3,3
Nové Oslavany	Oslavany (~30 km)	102	18,4

(Source: Compiled by author)

The regional market share analysis evaluates the position of Nové Oslavany among active residential projects within a 40 km radius of Brno as of May 2025. The analysis includes 12 multi-unit developments offering modern new housing, including flats and family houses. Nové Oslavany stands out by offering a diversified product mix: 46 land plots, 50 new flats and 6 family houses, totaling 102 units (May 2025).

Out of a combined 555 residential units currently on the market across the region, Nové Oslavany holds an 18.4% market share, making it the third-largest development in the area. Its

biggest competitors are Kuřim Záhoví (33.6% share), a major urban-edge project with 186 units and Rezidence TILIA in Šlapanice (13.7%).

This strong showing highlights Nové Oslavany's role as a significant player in the Brno housing market periphery, particularly due to its flexible housing types and integrated development strategy. However, the project's location ~30 km from Brno may place it at a relative disadvantage when competing with developments in the 10–15 km commuter zone.

Assumptions & limitations: this market analysis is based on publicly available data as of May 2025 and assumes that listed units accurately reflect current supply. It treats flats, houses and land plots as equivalent units for comparison, though their market dynamics differ. Pricing data was incomplete for several projects, limiting direct value comparisons. The study reflects a snapshot in time and does not account for actual sales performance or future development phases. Smaller or non-publicly listed projects may also be underrepresented. Construction quality, amenities and developer reputation were assessed using secondary sources and may not reflect on-site conditions.

2.4.5 Market analysis summary

The market analysis evaluates the competitive position of Nové Oslavany within both the immediate local and wider regional housing market in South Moravia. Based on public cadastral data and developer listings, the 2024 property market around Brno showed signs of recovery, with over 24,000 ownership transfers—an increase from the prior year. Brno-city and Brno-periphery remained the most active districts, while housing demand continued to outpace supply, pushing prices upward and tightening inventories.

Nové Oslavany holds a dominant position in its immediate 10 km radius, with a market share of 95.3%, making it the clear leader in local new housing supply. Within the broader 40 km regional market, which includes 12 active multi-unit developments totaling 555 units, Nové Oslavany accounts for 18.4% of available units, placing it third overall behind Kuřim Záhoví and Rezidence TILIA.

The project's strength lies in its diverse offering—land plots, flats and houses—supported by a phased, community-driven development model. However, its greater distance from Brno may limit appeal for daily commuters compared to projects closer to the city. This analysis is based on available data as of May 2025 and reflects a point-in-time market snapshot, with limitations around pricing visibility, real-time sales activity and the comparability of unit types.

Nonetheless, the findings position Nové Oslavany as a major residential player in the Brno periphery with strong local market leadership and regional relevance.

2.5 SWOT analysis

This section synthesizes internal and external factors affecting the Nové Oslavany project through a structured SWOT framework, building on the preceding market and financial analyses. It explores how the company’s strengths can be leveraged alongside market opportunities. Additionally, it identifies potential weaknesses and external threats.

Table 7: Project’s SWOT.

Strengths: INTERNAL	Weaknesses: INTERNAL
S1: Diverse housing options addressing multiple market segments.	W1: Approximately 30 km from Brno city center.
S2: Integrated community planning with shared amenities and green spaces.	W2: Potential commuting concerns for daily Brno workers.
S3: Phased approach allowing for adaptation to market feedback.	W3: Competition from developments located closer to Brno.
S4: Natural setting with attractive landscape features.	W4: Limited regional recognition of the Nové Oslavany project.
S5: Strategic position balancing rural character with urban accessibility.	W5: Need for significant investment in brand building.
S6: Proximity to recreational opportunities and natural amenities.	W6: Competitive disadvantage compared to established developments.
S7: Winning Estate’s established track record in residential development.	W7: Early buyers must tolerate ongoing construction activity.
S8: Financial stability of parent company supporting project completion.	W8: Community amenities will be delivered gradually over time.

<p>S9: Quality standards and construction expertise.</p> <p>S10: Alignment with post-pandemic housing preference shifts.</p> <p>S11: Entry point in a regional market with limited new competing developments.</p> <p>S12: Opportunity to establish market position before potential competitors.</p>	<p>W9: Visualization challenges for unbuilt/later phases.</p> <p>W10: High quality specifications lead to above-average price points.</p> <p>W11: Affordability may be a concern for certain buyer segments.</p> <p>W12: Buyer sensitivity to interest rate fluctuations.</p>
<p>Opportunities: EXTERNAL</p>	<p>Threats: EXTERNAL</p>
<p>O1: Increased interest in suburban and rural living options.</p> <p>O2: Growing emphasis on home functionality and outdoor spaces.</p> <p>O3: Changing work patterns reducing concerns about daily commuting.</p> <p>O4: Enhanced virtual presentation tools for marketing pre-construction properties.</p> <p>O5: Improved audience targeting through digital platforms.</p> <p>O6: Increased potential for lifestyle-driven content marketing.</p> <p>O7: Continued economic expansion of Brno influencing housing demand.</p> <p>O8: Infrastructure upgrades improving regional accessibility.</p>	<p>T1: Potential economic downturn may reduce buyer confidence.</p> <p>T2: Inflation in construction costs could undermine project profitability.</p> <p>T3: Rising household expenses may limit purchasing power.</p> <p>T4: Increasing mortgage rates can reduce housing affordability.</p> <p>T5: Shrinking pool of qualified buyers due to loan constraints.</p> <p>T6: Competitive pressure may require more aggressive pricing and incentives.</p> <p>T7: Emergence of new residential developments in the region.</p> <p>T8: Aggressive marketing efforts from well-established competitors.</p>

O9: Rising interest in well-developed satellite communities.	T9: Intensified price competition could erode profit margins.
O10: Lack of direct competition in the immediate Oslavany area.	T10: Potential changes development regulations could delay project timelines.
O11: Ability to create a distinctive brand identity.	T10: Potential changes development regulations could delay project timelines.
O12: Chance to set new standards for quality in the local housing market.	T11: Lack of support or resistance from the local community.
	T12: Negative publicity or misinformation could damage brand perception.

(Source: Compiled by author)

The SWOT analysis is structured into four strategic combinations: Strengths-Opportunities (S-O), Strengths-Threats (S-T), Weaknesses-Opportunities (W-O) and Weaknesses-Threats (W-T). Each combination identifies specific strategic approaches that can be implemented to maximize advantages and minimize challenges in the project's marketing and development.

Real-world business situations rarely have simple one-to-one relationships between internal and external factors. Combining multiple strengths to address a single opportunity creates synergistic strategies that are more powerful than those based on isolated factors. Similarly when addressing threats, using multiple strengths provides a more robust defense strategy with redundancy and so on. Therefore this approach was used here as well.

2.5.1 Strengths-Opportunities strategies

S1-O1, S2-O1, S4-O1: Lifestyle-focused development marketing

The diverse housing options within Nové Oslavany's integrated community planning set against its natural landscape creates an ideal response to increased interest in suburban living.

Positioning:

Premier lifestyle choice for those seeking escape from urban density without sacrificing community connection. Marketing should emphasize thoughtful integration of varied

housing within a cohesive community framework that preserves and enhances the natural landscape.

S5-O3, S6-O3: Remote work compatibility positioning

The strategic position balancing rural character with urban accessibility combined with proximity to recreational opportunities directly addresses changing work patterns reducing commuting concerns.

Positioning:

Project is perfect for remote workers desiring natural surroundings without disconnection from urban centers. Highlight fiber internet infrastructure, dedicated home office spaces and psychological benefits of natural views during work hours.

S7-O5, S8-O5: Credibility-focused digital targeting

Winning Estate's established track record supported by parent company financial stability creates a powerful credibility narrative deliverable through improved digital audience targeting.

Positioning:

Address buyer concerns about developer reliability through precisely targeted messaging emphasizing proven history of successful project completion and financial resilience.

2.5.2 Strengths-Threats strategies

S7-T1, S8-T1: Economic stability assurance

The established track record and financial stability counter potential economic downturns that may reduce buyer confidence. Emphasize the parent company's financial resilience through previous market cycles and completed projects that weathered economic fluctuations.

Positioning:

Project is a safe harbor investment during uncertain times, ensured completion regardless of short-term economic conditions.

S9-T6, S9-T9: Quality differentiation strategy

Quality standards and construction expertise provide defense against competitive pressure requiring aggressive pricing and price competition eroding profit margins. Maintain price

integrity by clearly demonstrating superior value rather than competing primarily on price.

Positioning:

Establish clear quality comparisons with competing developments, focusing on lifetime ownership costs rather than initial purchase price.

S2-T11, S6-T11: Community integration strategy

Integrated community planning with shared amenities combined with proximity to recreational opportunities creates an effective response to potential local community resistance.

Positioning:

Project as an enhancement to the existing community rather than an imposition. Emphasize how development amenities will be accessible to the broader community, creating new recreational and social opportunities for existing residents.

2.5.3 Weaknesses-Opportunities strategies

W1-O3, W2-O3: Remote work paradigm embrace

The distance from Brno city center and potential commuting concerns can be neutralized by capitalizing on changing work patterns. Transform a traditional location weakness into a lifestyle advantage for the growing remote work demographic.

Positioning:

Reframe the distance as a positive buffer providing psychological separation between work and home life while remaining within reasonable reach for occasional office visits.

W4-O4, W5-O4: Virtual brand building acceleration

Limited regional recognition and need for significant brand investment can be addressed through enhanced virtual presentation tools. Develop rapid brand awareness through immersive digital experiences that overcome physical site visit limitations.

Positioning:

Utilize cutting-edge visualization technologies including virtual reality tours and interactive site plans that allow potential buyers to experience the development remotely.

W10-O10, W11-O10: Premium value positioning

High quality specifications leading to above-average price points and affordability concerns can be addressed through lack of direct competition in the immediate area. Establish a premium value position without direct price comparisons in the immediate market.

Positioning:

Educate potential buyers about long-term economic advantages of higher initial quality, including reduced maintenance costs, enhanced durability and superior resale value.

2.5.4 Weaknesses-Threats strategies

W3-T7, W3-T8: Competitive differentiation strategy

Competition from developments closer to Brno becomes particularly challenging when combined with new regional developments and aggressive marketing from established competitors.

Positioning:

Project is a distinctive alternative rather than a distant substitute. Emphasize the unique community concept and integration with natural amenities that cannot be replicated in more densely developed areas closer to Brno.

W6-T1, W6-T3: Emerging developer value proposition

Competitive disadvantage compared to established developments becomes challenging when combined with potential economic downturn and rising household expenses. Transform the developer's emerging status from perceived risk to buyer advantage.

Positioning:

Emphasize how newer developers must deliver superior value to establish market position, contrasting with established developers who may rely on reputation rather than current performance.

W4-T7, W5-T7, W6-T7: Emerging market pioneer positioning

Limited recognition, significant brand building needs and competitive disadvantage create challenges when combined with emerging regional developments.

Positioning:

Project is the definitive pioneer in an emerging market rather than a follower. Emphasize advantages of being first, including prime location selection, quality benchmark

establishment and founding community member benefits. Frame subsequent developments as validation of Nové Oslavany's market vision rather than competitive threats.

2.5.5 SWOT analysis summary

The SWOT analysis reveals a generally favorable position for the Nové Oslavany project, with significant strengths and opportunities that can be leveraged in marketing strategy development. By systematically examining how internal strengths and weaknesses interact with external opportunities and threats, the analysis identifies specific strategic pathways that can maximize advantages and minimize challenges. Implementation of these strategies should be prioritized based on market conditions, resource availability and alignment with overall business objectives. Regular review and refinement of these strategies is recommended as the project progresses and market conditions evolve.

2.6 Financial analysis

This section examines the financial aspects of the Nové Oslavany project with particular focus on marketing expenditures and return on investment considerations.

2.6.1 Marketing budget analysis

The marketing budget for the Nové Oslavany project requires careful allocation to maximize impact across multiple target segments. Unfortunately, the company has chosen not to disclose the actual marketing budget, so it will be referenced solely as a percentage of the projected revenue.

Historical spending patterns:

- Marketing expenditures have represented approximately 1.5-2% of projected revenue (Internal company sources, 2025)¹
- Digital marketing channels have received increasing budget share over time
- Seasonal variations show higher spending during spring and autumn periods

Budget allocation by channel:

- Digital advertising (property platforms, social media): 45%
- Traditional media (print, outdoor): 20%
- Content creation and website maintenance: 15%

- Events and exhibitions: 10%
- Public relations: 5%
- Miscellaneous and contingency: 5%

Effectiveness metrics:

- Cost per lead varies significantly by channel, with digital platforms generally showing higher efficiency (Internal company sources, 2025)¹
- Conversion rates from inquiry to purchase show strongest performance for direct and event-generated leads
- Brand awareness metrics indicate room for improvement in regional recognition

This analysis suggests opportunities for optimization in budget allocation, particularly regarding the balance between digital and traditional channels based on performance metrics.

2.6.2 Financial analysis summary

The financial analysis indicates that marketing expenditures for the Nové Oslavany project have been generally effective but offer opportunities for optimization. The recommended marketing budget of 1.5-2% of projected revenue aligns with industry benchmarks while allowing for thorough market coverage. Future marketing investments should emphasize digital channels with strong performance metrics while maintaining selective traditional media presence for brand building purposes.

2.7 Risk analysis

This section identifies and evaluates potential risks to the Nové Oslavany project's success, with particular focus on marketing-related challenges.

2.7.1 Market risks

Despite the positive momentum in Brno's residential market, several risks could impact the future success of the Nové Oslavany project:

Location-driven demand Sensitivity

Nové Oslavany is situated approximately 30 km from Brno, which may deter daily commuters prioritizing accessibility. Competing projects in closer-in municipalities (e.g. Kuřim, Šlapanice) benefit from stronger transport links and urban infrastructure, posing a competitive disadvantage in attracting certain buyer segments.

Limited immediate sales appeal

Unlike some competitors offering units ready for immediate move-in (e.g. Panorama Rosice, Byt'ák jako Brno), Nové Oslavany's staged rollout may not attract buyers with urgent housing needs. Delays in construction or permit approvals could exacerbate this risk.

Price pressure and value perception

Due to incomplete public pricing data for competitor projects, there is a risk that Nové Oslavany may be perceived as overpriced or less competitive - especially if nearby projects begin discounting or offering bundled incentives.

Slowing construction pipeline

Market data shows a regional decline in new housing completions despite strong demand. Regulatory bottlenecks or rising construction costs could delay future phases or reduce project profitability.

Macroeconomic uncertainty

Although interest rates eased in 2024, external shocks-such as renewed inflation, lending restrictions or changes in buyer sentiment could dampen demand. The project's success is partially contingent on sustained economic stability and access to mortgage financing.

Local market saturation

While Nové Oslavany dominates its immediate 10 km zone, this narrow lead could shrink quickly if new local competitors (e.g. Zbýšov or Ivančice) launch similar-scale developments or if demand within the microregion is overestimated.

These market risks require ongoing monitoring and prepared response strategies to maintain marketing effectiveness.

2.7.2 Execution risks

Implementation of the marketing strategy faces several potential challenges:

Budget constraints:

- Potential reduction in available marketing resources affecting planned activities
- Prioritization frameworks and efficiency optimization can address this risk

Resource limitations:

- Insufficient personnel or expertise for strategy execution

- External partnerships and clear process documentation can mitigate this challenge

Timeline disruptions:

- Construction or approval delays affecting marketing timeline (RICS, 2023)
- Flexible campaign structures and contingency planning are essential

Technology implementation challenges:

- Difficulties with marketing technology deployment or integration
- Phased implementation approach and backup processes can address this risk

These execution risks require proactive management and contingency planning to ensure effective implementation.

2.7.3 Communication risks

Several factors could potentially undermine marketing communication effectiveness:

Message misalignment:

- Marketing messages failing to resonate with target audiences
- Message testing and regular performance review can mitigate this risk

Channel effectiveness decline:

- Reduced performance of specific marketing channels over time
- Multi-channel approach and regular performance monitoring address this challenge

Reputation management issues:

- Potential negative publicity or social media backlash
- Proactive reputation management protocols are essential mitigation measures

Visual asset limitations:

- Insufficient or poor quality visual materials during pre-construction phases
- Investment in quality visualizations and creative approaches can address this challenge

These communication risks require careful monitoring and prepared responses to ensure effective message delivery.

2.7.4 Risk analysis summary

The risk assessment for the Nové Oslavany project identifies several significant areas requiring attention, with economic factors presenting the most significant external risks. The detailed mitigation strategies developed for each identified risk provide a framework for maintaining

marketing effectiveness despite potential challenges. Regular monitoring and adaptation will be essential to navigate the dynamic environment over the implementation timeline.

2.8 Synthesis and implications

This section integrates the findings from the preceding analyses to identify key implications for the Nové Oslavany project's marketing strategy.

2.8.1 Key analytical findings

The analytical review of the Nové Oslavany project reveals strong strategic alignment with post-pandemic market trends and evolving buyer priorities. The PESTLE analysis demonstrated a generally supportive macro-environment, especially in the social and technological domains. Rising interest in remote work, sustainability and digitization benefits suburban developments such as Nové Oslavany. While macroeconomic uncertainty and construction cost inflation pose risks, demographic stability and the ongoing urban decentralization trend in the South Moravian Region create room for opportunity.

The SWOT analysis emphasized the project's core strengths: housing diversity, developer credibility and community-oriented design. At the same time, limitations-particularly distance from Brno and low initial brand awareness-necessitate careful narrative framing and targeted promotional efforts. The project's location, once perceived as a drawback, is now repositioned as an asset in the era of lifestyle-driven home choices.

The market and competitor analyses validate a strong demand for high-quality, semi-rural living spaces. Nové Oslavany holds a commanding 95.3% share in its immediate catchment area and a significant 18.4% share regionally, placing it in the top three developments within a 40 km radius. Buyers are selective but willing to pay for integrated living concepts that promise long-term value. Competitors offer more urban proximity but lack the project's unique blend of nature, housing mix and lifestyle design.

The financial and risk assessments reveal that while the project's marketing budget is industry-aligned, success hinges on visibility, technological innovation and operational flexibility. Identified risks - market saturation, timeline delays, communication challenges-are manageable through proactive strategies such as phased messaging, strong visual storytelling and consistent stakeholder engagement.

3 PROPOSALS AND RECOMMENDATIONS

3.1 Marketing strategy proposal

This chapter presents a detailed marketing strategy proposal for the Nové Oslavany residential development project. Based on the analytical findings in chapter 2, this proposal addresses the identified opportunities and challenges while leveraging the project's unique strengths. The strategy aims to effectively position Nové Oslavany in the competitive real estate market, generate qualified leads and support sales objectives across all housing typologies.

The marketing strategy encompasses several interconnected components: **strategic objectives, target audience refinement, positioning strategy, detailed marketing mix as well as the budget.**

3.1.1 Strategic marketing objectives

The following strategic marketing objectives (**brand awareness and project visibility, lead generation, conversion rate optimization, market share and community engagement**) were chosen based on the specific market conditions, analytical findings and strategic needs of the Nové Oslavany residential development. Each of these goals directly addresses key challenges identified in the earlier analysis, such as low brand recognition and the need to stand out in a competitive regional market. At the same time, they make use of the opportunities revealed, like the growing appeal of suburban living and the increasing importance of digital marketing. Their formulation follows the SMART framework (Doran, 1981) to ensure that each objective is clearly defined, trackable, realistic and aligned with the project timeline. The order of these objectives follows the logic of the customer journey - starting with getting noticed, then generating interest, converting that interest into sales, building market share and finally creating long-term engagement with the community. Taken together, this approach is designed to support both the initial sales efforts and the longer-term goal of positioning Nové Oslavany as a well-recognized and trusted residential brand.

Brand awareness and project visibility

To ensure the audience recognizes the project when they're ready to make a decision two specific goals have been defined to guide brand awareness and visibility efforts. The first goal is to achieve 70 percent awareness among potential homebuyers located within a 40-kilometre radius of Brno within 18 months of launching the full marketing campaign. The second goal

targets corporate clients, with the aim of reaching 40 percent awareness within the same time frame.

Table 8: Brand awareness & visibility – goals and metrics.

Goal 1	70% awareness among homebuyers, within 40 km of Brno, within 18 months of campaign launch.
Goal 2	40% awareness among corporate clients, within 18 months of campaign launch.
Metrics	Website traffic (users, sessions, page views)
	Social media reach and engagement
	Brand awareness survey results
	Media mentions and PR value

(Source: Compiled by author)

To measure progress toward these objectives, a set of key performance indicators have been established. The team would have to start measuring certain metrics to be able to tell if the goals are being met. These include website traffic - tracked through metrics such as users, sessions, and page views, all of which are available in the set up Google Analytics account. Social media reach and engagement levels can be measured through the Facebook’s Meta for Business account on their Facebook page (www.facebook.com/noveoslavany) and connected Instagram account (www.instagram.com/noveoslavany). Additional evaluation methods include brand awareness surveys done by external companies. This could be expensive and the company would have to consider if they are willing to invest. However, tracking media mentions in PR value to assess overall visibility can be in-house.

This framework combines quantitative data with qualitative insights to provide a comprehensive understanding of how the brand is performing in the market. The goals and metrics outlined here have been compiled by the author, drawing on available internal sources and practices.

Lead generation

Table 9: Lead generation – goals and metrics.

Goal	150 qualified leads per month for all product types
Metrics	Inquiry volume by channel and housing type
	Cost per lead by channel
	Lead quality scoring
	Inquiry-to-site-visit conversion rate

(Source: Compiled by author)

To translate brand awareness into tangible sales for potential customers, clients or supporters the following goal has been defined. The goal is to generate an average of 150 qualified leads per month across all available product types, including land plots, terraced houses, and apartments. This target is to be achieved through a coordinated use of all marketing channels, ensuring a balanced and effective lead-generation strategy.

To measure lead generation, several key metrics will be monitored. These include for instance the volume of inquiries per housing type per channel. It’s important to attribute the interest to the appropriate available channels. In the case of an offline contact, the sales team will have to purposefully ask where the client found out about the project and write it down. This will help precise attribution and channel optimization.

Another metrics will be the “Cost per lead” (CPL), which can be calculated as total marketing spend for that channel divided by the number of leads from that channel. This will help assess efficiency of payed channels (Google Ads, Facebook Ads) and the return on marketing spend. Unfortunately, lower CPL doesn't always mean better quality - it should be combined with lead quality scoring and conversion rates for real insight. Lead quality scoring can be based on demographic fit, behavioral signals and engagement level.

Finally, the conversion rate from inquiry to on-site visit should be tracked as well. This means that once a potential buyer shows interest - by submitting contact form or calling via phone, the next important step is whether they actually come to visit the property. The conversion rate here measures how many of those inquiries result in actual visits.

Conversion rate optimization

Table 10: Conversion rate optimization – goals and metrics.

Goal 1	15% conversion rate from qualified lead to reservation within 24 months
Goal 2	90% conversion rate from reservation to purchase contract within 24 months
Metrics	Site visit-to-reservation conversion rate
	Reservation-to-contract conversion rate
	Sales velocity (units per month)
	Average sale price achievement

(Source: Compiled by author)

To turn more of those leads into buyers without increasing spend the following two goals have been defined. The first goal is to achieve conversion rates of 15 percent from qualified lead to reservation within 24 months. The second is to reach a 90 percent conversion rate from reservation to signed purchase contract within the same period. This can be achieved by

enhancing the quality of follow-ups, optimizing sales interactions and streamlining the decision-making process for potential customers.

Progress toward these targets can be measured using several metrics. These include the conversion rate from site visits to reservations and from reservations to final contracts. Additional indicators such as monthly sales velocity (the number of units sold per month) and the ability to achieve the projected average sale price will help evaluate overall sales performance and revenue impact.

Market share

The following goals have been set up in order to become the market leader, attract more buyers and investors as well as improve negotiation power with partners. The strategic goals are set to capture a 70 percent market share of new residential development sales within a 10-kilometer radius and a 25 percent share in the broader 40 km region around Brno, within the next three years.

Table 11: Market share – goals and metrics.

Goal 1	70% market share of new residential development within 10 km radius within 3 years
Goal 2	25% market share in the broader region (40 km) within 3 years
Metrics	Total sold units
	Sold units by type
	Comparing with competitors

(Source: Compiled by author)

Currently, as established in chapter 2, Nové Oslavany holds a dominant position in its immediate geographic market (10 km) with a 95.3% market share. In the broader region (40 kilometers from Brno) the development accounts for 18.4% of the total residential market. However, it is likely that new residential developments will emerge within both the immediate and broader geographic areas during the period set in the goals - 3 years. The primary competitors at present include Kuřim Záhoví with 33.6% and Rezidence TILIA in Šlapanice with 13.7% market share. Therefore, it is important to keep on the lookout for new competition as well as stride for a bigger market share.

Market share performance should be evaluated based on total units sold, sales by housing type, and comparative analysis with other active developments. This approach will help maintain a clear view of the project’s position and guide any necessary adjustments to the sales and marketing strategy.

Community engagement

Engaging the local community is a critical component of the Nové Oslavany project’s long-term success. Building strong local support helps minimize the risk of negative publicity and fosters a sense of shared ownership and trust between the development and its surrounding population. To achieve this, a goal has been set to engage at least 500 local residents and potential buyers through a combination of online and offline community events and initiatives over the next two years. These activities are intended not only to promote the project but also to encourage integration and establish a positive public perception.

Table 12: Community engagement – goals and metrics.

Goal	Engage 500 locals through online and offline community events within the next 2 years
Metrics	Number of local event participants
	Number of online engagements from local area
	Number of collaborations with local institutions

(Source: Compiled by author)

Progress toward this goal should be measured through several key indicators, including the number of participants attending local events, the volume of online engagement originating from the local area (for example on the project’s Facebook page), and the number of collaborations established with local institutions. These metrics provide a concrete framework for evaluating the effectiveness of the community engagement strategy and ensuring that it remains aligned with broader marketing and development objectives.

Conclusion

The strategic marketing objectives mentioned above, if counted correctly through the establish metrics, can provide a clear direction for the marketing activities and help evaluate the strategy's effectiveness over time.

3.1.2 Refined target audience

Based on the market analysis done in chapter 2, where the segmentation was product-based and primarily grouped buyers by the type of housing product they were interested in, we can now produce a refined audience-based segmentation.

Table 13: Refined target audience segments for Nové Oslavany.

Segment	Life stage	Motivation	Housing preference	Emotional drivers	Communication style
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The Nesters	Couples in their 30s–40s with young children, upgrading from rentals or apartments	Create a long-term family home with community and space	Terraced houses or land plots in safe, well-connected areas	Stability, family growth, safety, community belonging	Family-focused, authentic, community-oriented
The Starters	Singles/couples aged 25–35, early career, moving from renting or family homes	Establish independence, build equity, gain affordable ownership	Modern apartments (1+kk–3+kk) with good access to Brno	Progress, lifestyle convenience, affordability	Energetic, digital-first, aspirational
The Downsizers	Aged 50–65, nearing retirement, children moved out	Simplify lifestyle, reduce maintenance, stay connected	Small terraced houses or single-level apartments with elevator access	Ease, comfort, security, social connection	Reassuring, trust-building, calm
The Investors	Professionals aged 35–60 or firms, seeking low-risk real estate investments	Generate rental income and portfolio diversification	Apartments with strong rental demand, full-service management preferred	Financial returns, low risk, market confidence	Analytical, ROI-focused, professional

(Source: Compiled by author, based on internal information and market research)

The Nové Oslavany project can appeal to four primary audience segments, each shaped by their life stage, motivations, housing needs, and emotional priorities. These refined profiles are designed to inform tailored marketing strategies and reflect a deeper understanding of buyer behavior, enabling more personalized engagement and long-term positioning.

The first segment, referred to as „**The Nesters**”, consists of couples in their 30s to 40s, often with young children or planning to start a family. These are typically households upgrading from rental units or small apartments, seeking to establish long-term roots. Their core motivation is to create a stable and secure family home with access to outdoor space, community infrastructure, and good schools. They are primarily interested in terraced houses or land plots where they can build custom homes in safe, well-connected areas. Emotionally, they are driven by a desire for safety, family growth, and belonging within a nurturing community. They respond best to authentic, family-oriented communication delivered through channels such as social media, property websites, and family-focused publications.

“**The Starters**” include singles and young couples aged 25 to 35 who are early in their careers and typically moving out of rental housing or family homes. Their focus is on gaining

independence, establishing financial stability, and achieving homeownership. They seek affordability, but also modern design and convenience, making 1+kk to 3+kk apartments - especially in Apartment Building No. 6 and upcoming phases - particularly attractive. Their emotional drivers include progress, flexibility, and lifestyle quality. As digital natives, they are highly responsive to marketing through online platforms, social media, and professional networks. They also value investment potential and commuting access to Brno, making both practical and aspirational messaging key in reaching this audience.

“The Downsizers” are individuals or couples between the ages of 50 and 65 whose children have left home. Many are nearing retirement and looking to simplify their living arrangements while staying connected to a community. These buyers are motivated by the need for ease and lower maintenance, and they are drawn to smaller terraced houses or single-level apartments with features that support aging in place, such as elevator access and minimal upkeep. Their emotional needs center around comfort, security, and continued social engagement. Trust-building, clear communication is especially important, and they respond well to traditional media, property websites, and direct mail.

Finally, **“The Investors”** – primarily corporate entities, but also individual buyers aged 35 to 60 that are driven by financial motivations. This group is seeking real estate opportunities that offer strong rental yields, capital appreciation, and long-term value protection. Their preferred products are well-located apartments with high rental demand and professional property management services. These buyers are financially savvy and risk-aware, prioritizing data-driven decisions over emotional ones. Their engagement is best supported through analytical, ROI-focused content, investment publications, business forums, and direct outreach. They are less influenced by lifestyle appeal and more concerned with the numbers: price point, management efficiency, and market trends all play a key role in their decision-making.

This refined segmentation allows for more targeted marketing approaches that address the specific needs, motivations and communication preferences of each group.

3.1.3 Positioning strategy

In the previous chapter we have defined who we're targeting to and now let's move on to how the project's messaging to the audience. With a clear understanding of the distinct segment groups outlined above, the next step is to establish a positioning strategy that resonates with their specific motivations, housing needs, and communication preferences.

Based on the analysis before, when interacting with the different segments, it is recommended to use the following positioning messaging for marketing communication:

For “The Nesters”: “A safe, community-oriented place to put down roots, where your children can grow close to nature - just 30 minutes from Brno.”

For “The Starters”: “Your first home that balances affordability, design, and access to Brno — with the added benefit of long-term investment value.”

For “The Downsizers”: “A right-sized home with less upkeep and more connection - in a peaceful, well-designed community close to everything you need.”

For “The Investors”: “A future-proof investment in a growing regional hub - combining strong rental potential, diverse buyer demand, and developer credibility.”

The overarching positioning of Nové Oslavany could be as follows: “A thoughtfully integrated community where residents, whether first-time buyers, families, or investors, find connection, nature, and long-term value just outside Brno.”

3.1.4 Marketing Mix (4Ps) proposal

The marketing mix proposal for Nové Oslavany is designed to better reflect both the external macro-environmental conditions (PESTLE analysis) and the internal strategic position of the project (SWOT analysis). Each of the 4Ps-Product, Price, Place and Promotion - tries to identify opportunities, mitigate threats and leverage project strengths.

Table 14: Marketing Mix 4Ps proposal based on SWOT and PESTLE.

Marketing Mix elements	SWOT/PESTLE Basis	Proposal Highlights
Product	<p>Strengths: Product diversity, lifestyle alignment</p> <p>Opportunities: Demand for space, nature, and quality-of-life homes</p> <p>PESTLE: Social & environmental (remote work, sustainability)</p>	<ul style="list-style-type: none"> • Modular upgrades (smart homes, solar) • Lifestyle branding as 'connected sanctuary' • Eco-labeling of units
Price	<p>Weaknesses: Pricing concerns</p> <p>Threats: Mortgage volatility</p> <p>PESTLE: Economic (inflation, interest rates)</p>	<ul style="list-style-type: none"> • Tiered pricing ('Basic', 'Comfort', 'Premium') • Deferred payments • Emphasis on long-term value messaging
Place (Distribution)	<p>Weaknesses: Limited visibility, distance from Brno</p> <p>Opportunities: Digital tools, targeting</p> <p>PESTLE: Technological (remote buying, digital expectations)</p>	<ul style="list-style-type: none"> • Hybrid sales model with agency partnerships • Virtual tours and digital tools • Brno showroom or pop-up presence
Promotion	<p>Weaknesses: Low awareness</p> <p>Opportunities: Digital marketing, lifestyle shifts</p> <p>PESTLE: Social & tech (online content, buyer journey focus)</p>	<ul style="list-style-type: none"> • Funnel-based strategy (awareness to action) • Educational content (guides, infographics)

		<ul style="list-style-type: none"> • Retargeting and lead nurturing campaigns
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(Source: Compiled by author)

Product strategy

The Nové Oslavany development offers a diverse housing portfolio that includes serviced land plots, terraced houses, and modern apartment units. While this variety already aligns well with post-pandemic lifestyle trends, further refinements have been proposed to elevate the project’s value proposition. These enhancements are grounded in both the project’s internal strengths and broader socio-environmental shifts identified in the PESTLE and SWOT analyses.

Based on the SWOT analysis, the Nové Oslavany development benefits from a diverse product mix and strong alignment with post-pandemic lifestyle shifts, particularly the increased demand for space, nature, and flexible living. Additionally, the PESTLE analysis highlights social and environmental trends such as growing interest in sustainability, remote work, and wellness-oriented housing. In light of these factors, the following product-related proposals are offered. The team should consider introducing modular upgrade options that allow buyers to customize their homes with features such as smart home systems, solar panels, or landscape design. These add-ons increase perceived value and align with the expectations of eco-conscious and tech-aware buyers. Further, the overall branding of the development can be enhanced by positioning it as a “connected sanctuary”- a place where families and individuals can enjoy tranquility and green surroundings without sacrificing digital connectivity or work-from-home capability. To formalize the commitment to sustainability, the introduction of an internal eco-labeling system (e.g., “EcoLiving at Nové Oslavany”) would help distinguish units that meet energy-efficiency and environmental standards. These changes will not only strengthen product-market fit but also provide differentiation in a competitive housing landscape.

Price strategy

According to the SWOT analysis, one of the project's main weaknesses lies in affordability concerns. External threats identified in the PESTLE analysis include volatile mortgage rates, inflation, and shrinking access to financing. These economic pressures necessitate a more nuanced pricing strategy to ensure competitiveness without undermining the project’s value positioning.

The proposed changes to the pricing approach include adopting a tiered structure that clearly separates offerings into “Basic” (land plots), “Comfort” (apartments), and “Premium” (terraced houses). This allows buyers with different budgets to find a suitable entry point while maintaining clarity in pricing tiers. Additionally, to respond to current financial uncertainties, the team can consider offering flexible payment plans, such as a 90-day reservation lock or delayed down payment schemes. These models help reduce initial commitment anxiety. Finally, shifting the marketing narrative from price-per-square-meter to long-term value - emphasizing energy efficiency, reduced commuting costs, and strong resale potential - can reposition the purchase as a smart, future-oriented investment rather than a short-term expense.

Place (Distribution) strategy

SWOT analysis identifies limited brand visibility and the project’s distance from Brno as weaknesses in the current distribution model. Meanwhile, the PESTLE analysis highlights rapid advances in technology and growing consumer expectations for digital tools and remote property purchasing experiences. These insights point to an opportunity for modernizing and expanding the distribution strategy.

The proposed improvements include transitioning to a hybrid distribution model. In addition to the in-house sales team, Nové Oslavany could partner with select local real estate agencies to increase reach while retaining brand control. Digitally, the project website can be enhanced to include interactive floorplans, virtual tours, automated document submission and mortgage calculators. These tools are now standard expectations and help buyers explore and commit with greater confidence. To directly address the project's geographic distance from its core audience in Brno, the team can explore temporary or permanent pop-up showrooms in the city - ideally in shopping malls or coworking hubs during peak campaign seasons. This physical presence would serve as a trusted first point of contact for urban buyers, improving convenience and credibility.

Promotion strategy

The SWOT analysis indicates that brand awareness remains a weak point, particularly among unfamiliar or hesitant buyers. From a PESTLE perspective, the social shift toward lifestyle-based decision-making and increased digital media consumption presents a strategic opportunity to reframe and strengthen promotional efforts.

The proposed promotional approach is built around a content-driven funnel strategy that engages buyers across the full decision journey. At the top of the funnel (awareness stage), lifestyle video ads and “connected countryside” branding can be deployed across platforms like YouTube and Meta to draw attention. In the consideration phase, downloadable guides, educational content on home financing, and lifestyle comparisons between urban and rural living can help inform and nurture potential buyers. Finally, in the decision-making stage, retargeting campaigns and personalized email sequences can help convert interest into concrete actions such as site visits or reservations. This layered strategy ensures that messaging is not only consistent but contextually relevant, reinforcing the project's positioning while building buyer confidence over time.

Marketing Mix (4Ps) summary

The proposed marketing mix for Nové Oslavany is designed to align with both internal strengths and external market trends. The product strategy enhances lifestyle appeal through customization and sustainability. Pricing responds to affordability concerns with flexible options and value-focused messaging. Distribution expands reach via digital tools and selective partnerships, while promotion adopts a content-driven, multi-channel approach to build brand visibility and buyer trust. Together, these measures strengthen the project’s position in a competitive and evolving housing market.

3.1.5 Budget allocation

Unfortunately, the team does not want to share direct marketing costs and revenues, so this thesis will be based on an approximate revenue for combined phases I and II.

Table 15: Aproximate revenue of Phase I and II.

Unit type	Units	Average size (m ²)	Price per m ² (CZK)	Estimated Revenue (CZK)
Land Plots	69	839,5	5 100	295 420 050
Apartments	50	70	96 074	336 259 000
Terraced Houses	6	130	81 750	63 765 000
Total				695 444 050

(Source: Compiled by author)

For a more realistic approach, it’s better to take a more negative scenario and round the number down to CZK 600 million. Based on this assumption, the total marketing budget would be

approximately CZK 10.8 million, which would align to 1.8% of the revenue. The figure 1.8% is based on previous internal benchmarks for other development projects and internal company marketing costs information. The budget is designed to be deployed in phases, with a heavier concentration of spending allocated to the launch and lead generation stages, where market visibility and buyer engagement were most critical.

Based on research and previous company history, the following is the recommended budget channel allocation:

Table 16: Budget by channel allocation in CZK.

Channel	% Allocation	Estimated CZK Value
Digital Marketing	45	4 860 000
Traditional Media	20	2 160 000
Sales Materials	15	1 620 000
Events & Outreach	10	1 080 000
Public Relations	5	540 000
Contingency Buffer	5	540 000
Total		10 800 000

(Source: Compiled by author)

As shown in the table above, 45% of the budget will be dedicated to digital marketing, encompassing activities such as website development, search engine optimization, paid advertising, social media, and email campaigns. Traditional marketing channels will receive 20% of the budget, covering print advertisements, outdoor signage, and direct mail. Another 15% will be allocated to the sales environment and supporting materials, including the sales office setup, printed collateral, and digital visualization tools. Events and public relations will account for 10% of the total, funding property exhibitions, on-site events, and media outreach. Content creation - including professional photography, video production, and copywriting – will receives 5% of the budget. The remaining 5% is reserved as a contingency fund to provide flexibility in responding to market shifts or campaign performance data.

The allocation of the funds began from the beginning of the project in 2022, and will continue until all of the properties from phase I and II are sold. Due to the multiple phases and long lifespan of the project, the budget is a “living and breathing organism” which will require further performance-based adjustments, such as:

- Quarterly review of channel performance metrics
- Reallocation based on cost-per-lead and conversion data
- Seasonal adjustments aligned with buyer activity patterns

3.1.6 Risk management approach

The marketing strategy should include a practical risk management plan to help handle possible challenges in the economic climate, competitive landscape, day-to-day execution, and budget.

To deal with **economic** uncertainty, the strategy should allow for different interest rate scenarios and offer flexible incentives that can be adjusted if market conditions change. It also makes sense to diversify the buyer segments being targeted, so the project isn't too dependent on just one group.

When it comes to **competition**, there should be a regular check-in process to keep track of what other developments are doing. Marketing messages should continue to highlight what makes Nové Oslavany stand out and keep the core value proposition front and center across all communication.

Execution risks can be reduced by clearly assigning responsibilities and holding regular reviews to track progress. It's also important to make sure any agencies or partners involved in the marketing effort meet agreed-upon performance standards.

For **budget**-related risks, a phased approach should be used - committing funds gradually and linking spending to actual results. A flexible budget structure that protects essential activities while leaving room for adjustments is recommended. Ongoing forecasting and tracking will help keep spending on course and flag any issues early.

Altogether, this risk approach should help the marketing plan stay on track, even if conditions shift, while keeping the overall strategy focused and adaptable.

3.1.7 Marketing strategy summary

The proposed marketing strategy for Nové Oslavany offers a structured and adaptable roadmap for achieving the project's sales, brand, and market positioning objectives. Grounded in the analytical findings presented in Chapter 2 and shaped by both external market conditions (via PESTLE) and internal capabilities (via SWOT), this strategy takes a multi-layered approach that addresses both immediate commercial goals and longer-term brand development.

It begins with a set of strategic marketing objectives designed to mirror the customer journey - from building awareness and generating leads, to increasing conversion rates, capturing market share, and fostering local community engagement. These objectives are supported by clearly defined metrics, enabling ongoing measurement and adjustment.

A refined segmentation model introduces four core audience groups - The Nesters, The Starters, The Downsizers and The Investors, each with distinct needs, motivations, and communication preferences. This deeper understanding of the buyer landscape directly informs the project's positioning, which is designed to resonate emotionally and practically with each segment. Tailored positioning messages are complemented by a unifying brand narrative that presents Nové Oslavany as a community where nature, connectivity, and modern living come together.

The marketing mix proposal builds on this foundation, aligning product, price, place, and promotion decisions with market expectations and strategic goals. Recommendations include the introduction of modular upgrades, tiered pricing models, a hybrid distribution approach and a content-driven promotional strategy that supports lead generation and conversion.

A budget of approximately CZK 10.8 million, based on an estimated project revenue of CZK 600 million, has been allocated to support this multi-phase marketing effort. Funds are distributed across digital, traditional, and experiential channels, with an emphasis on early-stage awareness and lead generation. The budget structure is designed to remain flexible over time, allowing for reallocations based on campaign performance and market dynamics.

Lastly, the strategy incorporates a practical risk management framework to address economic shifts, competitive pressures, and execution challenges. By applying scenario planning, diversifying segment focus, and building in performance-based budget controls, the strategy should remain resilient and adaptive.

Altogether, this marketing strategy combines clear goals, well-matched audience insights, and actionable tactics to help Nové Oslavany establish a strong and distinctive presence in the regional housing market. With careful implementation and regular optimization by the Winning Estate team, it offers a realistic pathway toward meeting the project's commercial and reputational objectives.

3.2 Implementation recommendations

3.2.1 Implementation structure and responsibility assignment

To ensure effective execution of the marketing strategy, a clear organizational structure and defined responsibilities should be put in place. The core internal team will be led by a Marketing Manager, who will be responsible for overseeing the overall strategy and coordinating efforts across all roles. Supporting this position, a Digital Marketing Specialist should manage the website, social media presence, and digital advertising campaigns. A Sales Coordinator will

oversee the sales process and maintain communication with sales agents, while a Content and Communications Specialist should take the lead on content creation, storytelling, and public relations efforts.

Ideally, several external partners will also be engaged to provide specialized expertise. A creative agency can be employed to support the implementation of the brand and develop creative assets for campaigns. Media planning and buying for traditional channels will be handled by a media agency. Technical development and maintenance of the website and other digital platforms should be assigned to a digital agency, while media relations and public publicity will be managed by a PR agency.

Roles and responsibilities should be clearly defined using a RACI (Responsible, Accountable, Consulted, Informed) framework to ensure clarity and accountability in decision-making. Authority for budget changes and campaign adjustments will be assigned in advance, and close coordination should be maintained with the development, sales, and customer service teams to ensure alignment across departments.

3.2.2 Sales team integration

Strong alignment between marketing and sales is essential for delivering a smooth customer experience. This should be supported by shared goals, regular coordination meetings, and joint input on campaign materials and processes. Both teams should also review customer feedback together to ensure messaging and sales interactions stay relevant and effective.

3.2.3 Implementation recommendations summary

The implementation plan provides a clear framework for turning the marketing strategy into action. It recommends defining internal roles and responsibilities, supported by specialized external partners, to ensure accountability and expertise across all activities. Strong coordination between marketing and sales is emphasized, with shared goals and regular collaboration to deliver a consistent customer experience.

Key processes such as a RACI framework, performance tracking, and flexible budget controls are included to manage execution effectively. Together, these recommendations aim to ensure that Nové Oslavany can implement its marketing strategy efficiently and adapt to evolving market conditions.

4 CONCLUSION

This thesis set out to develop a comprehensive marketing strategy for the Nové Oslavany residential development. Informed by a detailed external and internal analysis, including PESTLE, SWOT, market segmentation and competitive positioning, the work provides strategic recommendations tailored to the evolving residential market in South Moravia.

The findings confirmed that Nové Oslavany is well positioned to capitalize on post-pandemic housing preferences, such as demand for more space, access to nature and hybrid work flexibility. The project's diverse product offering, like serviced land plots, terraced houses and apartments, enables it to serve a broad audience, including young families, first-time buyers, downsizers and investors.

The marketing strategy proposes clear objectives aligned with the customer journey, a refined audience-based segmentation, tailored positioning for each target group and a marketing mix that responds to both internal capabilities and external market dynamics. Budget allocation, implementation structure and risk mitigation strategies are also provided to ensure practical applicability.

Taken together, the strategic proposal builds a coherent roadmap for elevating project visibility, enhancing buyer engagement and supporting long-term sales success. The approach connects marketing theory with real-world development practice, offering insights relevant to both practitioners and academics in the field of real estate marketing. With disciplined execution and adaptive performance management, the Nové Oslavany development is well placed to meet its business goals and establish itself as a distinctive, desirable community in the Brno region.

4.1 Limitations and future research

While this thesis offers a comprehensive marketing strategy tailored to the Nové Oslavany development, several limitations should be acknowledged. First, the revenue figures, budget projections, and sales forecasts were based on estimates rather than finalized financial data. Due to confidentiality and timing constraints, the developer did not share internal performance or cost figures. As a result, the budget and pricing recommendations rely on industry benchmarks and market assumptions, which may need future validation against actual project performance.

Second, while the target audience segmentation is grounded in market research and internal interviews, it was not directly supported by large-scale primary data collection such as surveys

or focus groups. The buyer personas and positioning messages, though logical and well-aligned with real estate trends, would benefit from further testing through quantitative research to confirm their resonance with actual buyer preferences.

Third, the proposed marketing plan assumes a relatively stable external environment. However, real estate markets are subject to fluctuations in consumer sentiment, mortgage availability, regulation, and macroeconomic conditions. The strategy will therefore require regular updates and scenario planning to remain effective in the face of change.

In terms of future research, several areas could be explored to expand on this work. A useful direction would be conducting a post-campaign analysis once the strategy is implemented, assessing which tactics were most effective across channels and buyer segments. This would provide valuable feedback for future development phases or similar projects.

Additionally, further studies could explore buyer decision-making processes in suburban or small-town developments in the Czech Republic, particularly how emotional, lifestyle, and financial factors interact in long-term homebuying decisions. Finally, research into digital tools and buyer journeys, especially the role of virtual tours, configurators and AI-based personalization in real estate marketing, could help refine future strategies.

By addressing these areas, future research could not only strengthen the practical application of this strategy but also contribute to a more nuanced understanding of residential marketing in the evolving post-pandemic housing landscape.

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Annex 1: Nove Oslavany property prices website screenshot – Family houses

The screenshot shows the 'Select a property' page on the Nove Oslavany website. The page features a navigation bar with 'Property prices' selected, and a legend for property status: Free (green), Reserved (yellow), In negotiation (blue), and Sold (red). Below the navigation, there are filters for 'Disposition', 'Garden option', and 'State'. Two sliders are visible: 'Usable area' ranging from 125 m² to 127 m², and 'Price' ranging from 10 150 000 CZK to 10 450 000 CZK. A 'Choose a type' section has 'Family houses' selected. The main content is a table of six family houses, all with 5+KK disposition and green status indicators.

Property name	Floor	Property type	Disposition	Usable area (m²)	Balcony/garden (m²)	Cellar (m²)	Price	Status
House No.1		Family house	5+KK	125 m²			10 450 000	●
House No.2		Family house	5+KK	127 m²			10 150 000	●
House No.3		Family house	5+KK	127 m²			10 150 000	●
House No.4		Family house	5+KK	127 m²			10 150 000	●
House No.5		Family house	5+KK	127 m²			10 150 000	●
House No.6		Family house	5+KK	125 m²			10 450 000	●

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All graphical representations are artistic visualizations and show only the approximate appearance of the site. Planting of greenery will not be carried out on the sold land and the final color of the facades and details of the design may differ. Specifications in the relevant contract apply to the scope of delivery.

(Source: www.noveoslavany.cz, May 2025)

Annex 2: Nove Oslavany property prices website screenshot – Apartments 1



[Map](#)
[Property prices](#)
[About the project](#)
[Purchasing process](#)
[Latest news](#)
[FAQ](#)

[Contact us](#)
[CZ](#)
[EN](#)

Select a property

📍 Look at the individual offers by choosing from the map

Free ●
Reserved ●
In negotiation ●
Sold ●

🗺 Map 📄 List
Choose a type

+ All
+ Land
X Flats
+ Family houses

Floor ▾

Disposition ▾

Cellar, garden, terrace ▾

State ▾

Usable area

32 m²

74 m²

Price

3 047 000 CZK

7 362 000 CZK

Property name	Floor	Property type	Disposition	Usable area (m ²)	Balcony/garden (m ²)	Cellar (m ²)	Price	Status
Atelier 17.1.1	1 NP	Atelier	1KK	39.7	49.2	2	3 592 000 CZK	●
Atelier 17.2.1	2 NP	Atelier	1KK	32.9	4.6	2	3 047 000 CZK	●
Flat 17.0.1	1 PP	Flat	3KK	74.9	153.6	2.2	7 362 000 CZK	●
Flat 17.0.2	1 PP	Flat	3KK	74.9	153.6	2.2	7 362 000 CZK	●
Flat 17.1.2	1 NP	Flat	2KK	55.3	4.6	2	5 191 000 CZK	●
Flat 17.1.3	1 NP	Flat	2KK	55.4	4.6	2	5 200 000 CZK	●
Flat 17.1.4	1 NP	Flat	2KK	52.1	80.8	2	5 064 000 CZK	●
Flat 17.2.2	2 NP	Flat	3KK	74.3	4.6	2.2	6 813 000 CZK	●
Flat 17.2.3	2 NP	Flat	2KK	55.4	4.6	2	5 301 000 CZK	●
Flat 17.2.4	2 NP	Flat	2KK	52.1	4.6	2	4 991 000 CZK	●
Flat 17.3.1	3 NP	Flat	2KK	52.1	4.6	2	5 100 000 CZK	●
Flat 17.3.2	3 NP	Flat	2KK	55.4	4.6	2.2	5 431 000 CZK	●
Flat 17.3.3	3 NP	Flat	2KK	55.4	4.6	2.2	5 431 000 CZK	●
Flat 17.3.4	3 NP	Flat	2KK	52.1	4.6	2	5 110 000 CZK	●
Flat 17.4.1	4 NP	Flat	1KK	32.9	4.6	2	3 245 000 CZK	●
Flat 17.4.2	4 NP	Flat	3KK	74.3	4.6	2.2	7 083 000 CZK	●
Flat 17.4.3	4 NP	Flat	3KK	74.3	4.6	2.2	7 083 000 CZK	●
Flat 17.4.4	4 NP	Flat	1KK	32.9	4.6	2	3 245 000 CZK	●
Flat 18.1.1	1 NP	Flat	1KK	32.9	87.2	2	3 101 000 CZK	●
Flat 18.1.2	1 NP	Flat	2KK	55.4	130.7	2	5 147 000 CZK	●

(Source: www.noveoslavany.cz, May 2025)

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Annex 3: Nove Oslavany property prices website screenshot – Apartments 2

	Flat 18.1.3	1 NP	Flat	3KK	74.4	138.9	2	7 249 000 CZK	●
	Flat 18.1.4	1 NP	Flat	1KK	32.9	65.6	2	Reserved	●
	Flat 18.2.1	2 NP	Flat	2KK	52.1	4.6	2	4 991 000 CZK	●
	Flat 18.2.2	2 NP	Flat	2KK	55.4	4.6	2	5 301 000 CZK	●
	Flat 18.2.3	2 NP	Flat	2KK	55.4	4.6	2	5 301 000 CZK	●
	Flat 18.2.4	2 NP	Flat	2KK	52.1	4.6	2	4 991 000 CZK	●
	Flat 18.3.1	3 NP	Flat	2KK	52.1	4.6	2	5 110 000 CZK	●
	Flat 18.3.2	3 NP	Flat	2KK	55.4	4.6	2	5 428 000 CZK	●
	Flat 18.3.3	3 NP	Flat	2KK	55.4	4.6	2	5 428 000 CZK	●
	Flat 18.3.4	3 NP	Flat	2KK	52.1	4.6	2	5 110 000 CZK	●
	Flat 18.4.1	4 NP	Flat	1KK	32.9	4.6	2	3 245 000 CZK	●
	Flat 18.4.2	4 NP	Flat	3KK	74.3	4.6	2	7 080 000 CZK	●
	Flat 18.4.3	4 NP	Flat	3KK	74.3	4.6	2	7 080 000 CZK	●
	Flat 18.4.4	4 NP	Flat	1KK	32.9	4.6	2	In negotiation	●
	Flat 19.1.1	1 NP	Flat	1KK	32.9	108.7	2	In negotiation	●
	Flat 19.1.2	1 NP	Flat	3KK	74.4	156.2	2	6 633 000 CZK	●
	Flat 19.1.3	1 NP	Flat	2KK	55.4	132.3	2	In negotiation	●
	Flat 19.1.4	1 NP	Flat	1KK	32.9	113.1	2	Reserved	●
	Flat 19.2.1	2 NP	Flat	2KK	52.1	4.6	2	4 991 000 CZK	●
	Flat 19.2.2	2 NP	Flat	2KK	55.4	4.6	2	5 301 000 CZK	●
	Flat 19.2.3	2 NP	Flat	2KK	55.4	4.6	2	5 301 000 CZK	●
	Flat 19.2.4	2 NP	Flat	2KK	52.1	4.6	2	4 991 000 CZK	●
	Flat 19.3.1	3 NP	Flat	2KK	52.1	4.6	2	5 110 000 CZK	●
	Flat 19.3.2	3 NP	Flat	2KK	55.4	4.6	2	5 428 000 CZK	●
	Flat 19.3.3	3 NP	Flat	2KK	55.4	4.6	2	5 428 000 CZK	●
	Flat 19.3.4	3 NP	Flat	2KK	52.1	4.6	2	5 110 000 CZK	●
	Flat 19.4.1	4 NP	Flat	1KK	32.9	4.6	2	Reserved	●
	Flat 19.4.2	4 NP	Flat	3KK	74.3	4.6	2	7 080 000 CZK	●
	Flat 19.4.3	4 NP	Flat	3KK	74.3	4.6	2	7 080 000 CZK	●
	Flat 19.4.4	4 NP	Flat	1KK	32.9	4.6	2	Reserved	●

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(Source: www.noveoslavany.cz, May 2025)

Annex 4: Nove Oslavany property prices website screenshot – Land 1

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Map Property prices About the project Purchasing process Latest news FAQ Contact us CZ EN

Select a property

Look at the individual offers by choosing from the map

- Free ●
- Reserved ●
- In negotiation ●
- Sold ●

Map List

Choose a type: + All - Land + Flats + Family houses




































Usable area: 600 m² to 1 079 m² | Price: 3 420 000 CZK to 5 393 000 CZK | State: [dropdown]

Disposition: [dropdown]

Property name	Floor	Property type	Disposition	Usable area (m ²)	Balcony/garden (m ²)	Cellar (m ²)	Price	Status
Building plot 23		Land		894 m ²			In negotiation	In negotiation
Building plot 24		Land		815 m ²			4 245 300 CZK	Free
Building plot 25		Land		798 m ²			3 844 200 CZK	Free
Building plot 26		Land		678 m ²			Reserved	Reserved
Building plot 27		Land		677 m ²			3 687 000 CZK	Free
Building plot 28		Land		655 m ²			3 567 000 CZK	Free
Building plot 29		Land		628 m ²			3 420 000 CZK	Free
Building plot 30		Land		691 m ²			3 763 000 CZK	Free
Building plot 37		Land		626 m ²			Sold	Sold
Building plot 38		Land		713 m ²			Sold	Sold
Building plot 39		Land		675 m ²			Sold	Sold
Building plot 40		Land		613 m ²			Sold	Sold
Building plot 41		Land		705 m ²			Sold	Sold
Building plot 42		Land		710 m ²			Sold	Sold
Building plot 43		Land		683 m ²			Sold	Sold
Building plot 44		Land		630 m ²			Sold	Sold
Building plot 45		Land		625 m ²			Sold	Sold
Building plot 47		Land		607 m ²			Sold	Sold
Building plot 48		Land		609 m ²			Sold	Sold
Building plot 49		Land		610 m ²			Sold	Sold
Building plot 50		Land		604 m ²			Sold	Sold

























(Source: www.noveoslavany.cz, May 2025)

Annex 5: Nove Oslavany property prices website screenshot – Land 2

	Building plot 51	Land	605 m ²	Sold	●
	Building plot 52	Land	610 m ²	Sold	●
	Building plot 53	Land	604 m ²	In negotiation	●
	Building plot 54	Land	1077 m ²	5 343 000 CZK	●
	Building plot 55	Land	1077 m ²	5 343 000 CZK	●
	Building plot 56	Land	1079 m ²	5 353 000 CZK	●
	Building plot 57	Land	1047 m ²	In negotiation	●
	Building plot 58	Land	1050 m ²	Reserved	●
	Building plot 59	Land	1050 m ²	5 209 100 CZK	●
	Building plot 90	Land	1075 m ²	5 333 100 CZK	●
	Building plot 91	Land	1072 m ²	5 318 200 CZK	●
	Building plot 105	Land	672 m ²	Sold	●
	Building plot 106	Land	728 m ²	Sold	●
	Building plot 107	Land	687 m ²	Sold	●
	Building plot 115	Land	614 m ²	Sold	●
	Building plot 116	Land	637 m ²	Sold	●
	Building plot 117	Land	759 m ²	Sold	●
	Building plot 118	Land	883 m ²	Sold	●
	Building plot 119	Land	793 m ²	3 934 100 CZK	●
	Building plot 125	Land	681 m ²	Sold	●
	Building plot 126	Land	602 m ²	Sold	●
	Building plot 127	Land	601 m ²	Sold	●
	Building plot 128	Land	602 m ²	Sold	●
	Building plot 129	Land	636 m ²	Sold	●
	Building plot 130	Land	607 m ²	3 599 000	●
	Building plot 131	Land	606 m ²	3 593 000	●
	Building plot 132	Land	605 m ²	3 588 000	●
	Building plot 133	Land	603 m ²	3 576 000	●
	Building plot 134	Land	609 m ²	3 611 000	●
	Building plot 135	Land	608 m ²	3 605 000	●
	Building plot 136	Land	623 m ²	In negotiation	●
	Building plot 137	Land	636 m ²	In negotiation	●
	Building plot 138	Land	630 m ²	3 736 000	●
	Building plot 139	Land	607 m ²	3 599 000	●
	Building plot 140	Land	604 m ²	3 582 000	●

(Source: www.noveoslavany.cz, May 2025)

Annex 6: Nove Oslavany property prices website screenshot – Land 3

	Building plot 141	Land	624 m ²	3 700 000	
	Building plot 142	Land	600 m ²	3 558 000	
	Building plot 143	Land	604 m ²	3 582 000	
	Building plot 144	Land	636 m ²	3 771 000	
	Building plot 145	Land	689 m ²	4 086 000	
	Building plot 146	Land	728 m ²	4 317 000	
	Building plot 147	Land	750 m ²	4 447 000	
	Building plot 148	Land	751 m ²	4 453 000	
	Building plot 149	Land	739 m ²	4 382 000	
	Building plot 150	Land	714 m ²	4 234 000	
	Building plot 151	Land	658 m ²	3 902 000	
	Building plot 152	Land	619 m ²	3 671 000	

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(Source: www.noveoslavany.cz, May 2025)