

Mozaika Holešovice

- Provision of complete marketing service for the rental project
- Occupancy 60% within 5 months and in the next 5 months reached 96%

Lexus Norton has acquired the exclusive rights to lease a rental project called Mozaika Holešovice, which comprises 178 apartments. This project not only represented a new opportunity for housing in Prague, but also introduced one of Europe's best known landlords, Heimstaden, to the Prague market.

Preparation and launch

Preparations for the project took three months, including creating the website and fine-tuning all the details of the project and the presentation of the apartments. Renting of the apartments began in August 2023, with the project completed and approved in December 2023. The first tenants could move into the fully completed and furnished apartments from February 2024.



Result and occupancy

Within 5 months of commencing the lease, 60% of the apartments were occupied, and by June 2024, occupancy reached 96%. During this period, we also successfully leased garage spaces.

We shared marketing support with Heimstaden, which provided the project concept, web presence, online search engine environment and partly offline campaigns. As Lexus Norton we focused on leveraging our extensive client database, PR activities, press releases, promotion on real estate servers and their support, management and promotion on our website lexxusnorton.cz, social media advertising and offline advertising around the project.

Objectives and strategies

Appropriate pricing and precise targeting in the leasing process were key factors in the success of the project. The marketing support included both online and offline campaigns, which enabled effective outreach to potential tenants. Lexus Norton's collaboration with Heimstaden strengthened the market presence and ensured that the apartments were occupied quickly.

Conclusion

The Mozaika Holešovice project was a successful example of how appropriate pricing, thorough preparation and an effective marketing strategy can lead to rapid occupancy and tenant satisfaction. This project has strengthened our position on the market and brought not only quality housing but also a new standard of renting in Prague.