



Evžen Korec

Ekospol Evžen Korec. "Tu mají samozřejmě i Průhonice, ale ty jsou dále od centra města."

Podle Jaroslava Zemana, spolufiditele Trigemy, je ekonomičtější stavět právě v oblastech, jako jsou Roztoky než v Praze. "Je lepší stavět byty tady, protože to místo má větší potenciál, je tady více developerů a populace se v blízké době zdvojnásobí," říká.

Jedním z aspektů trhu s nemovitostmi, který nelze přehlížet, je možnost do domů investovat. To platí za hranicemi Prahy stejně jako ve městě. "U bytů na dobrém místě a postavených podle standardů EU můžeme téměř s jistotou očekávat, že jejich cena vzroste na úroveň cen v EU," říká Korec. V Praze je průměrná cena asi 40 000 Kč za metr čtvereční, v EU je průměr 2000 EUR neboli 60 000 Kč za metr čtvereční. "Do dvou tří let se místní ceny zvednou na tuto úroveň. To dává roční zhodnocení 10 %, což je o hodně víc než 2,3 % nabízená bankou."

A to je jenom průměr. Kupci, kteří se zaměřili na Výhledy I v Suchdole od společnosti Ekospol, dosáhli zhodnocení 25 %. A navíc, jak říká Korec, takového zhodnocení vložených prostředků lze dosáhnout ještě rychleji. "Když developer projekt ukončí, ceny automaticky vzrostou o 10 %, takže ani nemusíte čekat celý rok." ■

## Central Group

CENTRAL GROUP mimo jiné nabízí rodinné domy a parcely v Hostivicích a Průhonicích. V Hostivicích je k prodeji 94 parcel v cenách 1795 až 1895 Kč za m<sup>2</sup>, jejich výměra se pohybuje mezi 665 a 1853 m<sup>2</sup>. V Průhonicích se nabízí 57 parcel s výměrou od 930 m<sup>2</sup> od 3195 Kč za m<sup>2</sup>. Podle Miluše Netolické, marketingové manažerky je už prodána téměř polovina pozemků v Hostivicích a skoro všechny v Průhonicích. Central Group v Hostivicích také staví a prodává 267 domů v cenách od 2,4 milionu Kč. V Průhonicích se prodává 20 nadstandardních domů za cenu od 6,8 milionu Kč.

AMONG ITS MANY other projects, Central Group is developing family homes and parcels in Hostivice and Průhonice. In Hostivice, 94 parcels from 665 m<sup>2</sup> to 1,853 m<sup>2</sup> have been marketed in the CZK 1,795-1,895 per m<sup>2</sup> range. The Průhonice offer is 57 parcels, ranging in size from 930 m<sup>2</sup> with prices from CZK 3,195 per m<sup>2</sup>. Marketing manager Miluše Netolická says that about half the parcels in Hostivice and almost all in Průhonice are sold. Central Group is also selling 267 homes from CZK 2.4 million in Hostivice. In Průhonice, 20 above-standard homes are being sold from CZK 6.8 million.

tional than Průhonice," says Velebil. "There are some really beautiful villas on plots reaching 4,000 to 5,000 m<sup>2</sup>. The prices would possibly reach 20 million crowns if they were sold, but they're not for sale!" New villas are available in the general area from about CZK 3 million and up.

The centuries-old town of Zeleneč, two kilometers from Prague's boundary in the Černý Most direction, is experiencing significant modern development. The town currently has 1,500 inhabitants, but, in accordance with plans of the town's mayor, the population appears set to rise as housing projects continue. The most active developer in the town is Singa, who between 1997 and 1998 carved an image building approximately 200 housing units – in the form of row houses, bungalows, semi-detached homes, and flats – in Újezd nad lesy, Prague 9.

Following the success of the company's 69-unit Zeleneč I in 2002 (all homes sold before completion), they are developing Zeleneč II, which will have 50 units. All homes are two-storey, either row houses or semi-detached. "Infrastructure construction started in June. We launched the sales and promotion as well, and by the time construction on the first few units started at the end of July, 35 units had sold," says Singa director Arpad Abonyi. The project is set to finish by the end of 2004, though Abonyi says that the company wants to hand over one-third of the homes by early next year. Prices, which Abonyi says includes everything up to the automatic garage door opener, are in the CZK 3.4 to 4 million range, depending on house type and land position. "It used to be, five years back or so, that houses past the 3 million crown level were harder to sell, but now that threshold has risen to about 4 million crowns," says Abonyi. "People are buying with mortgages at good rates, and most of the people buying are yuppie couples planning to set up a family."

## Other suburbs on the rise

Roztoky is another town that experienced significant pre-war development, giving it sound infrastructure. There are nearly 200 flats planned for the town, with developers Trigema, Ekospol, Luneta, and Sicom present. Trigema and Ekospol are currently working on the largest projects. A chief advantage that developers are making use of in Roztoky is the town's proximity to Prague. It's closer to the city's center than any other town on Prague's border. In addition, the part of Prague closest is Prague 6, itself a desirable address. Adding to the town's appeal is its simultaneous proximity to greenery, including the protected nature reserves Roztocký haj and Tiché údolí. "Unlike many towns near the city's border, it has had a tradition of luxury housing from the first republic," says Ekospol director Evžen Korec. "Průhonice does, as well, of course, but it is farther from the center." According to Jaroslav Zeman, co-director of Trigema, areas such as Roztoky are more economical to build in than Prague. "It is a better place to build flats as the potential is higher; there are other developers there, and the population will double in the near future," he says.

One aspect of the housing market not to be overlooked is the investment potential of homes, which appears equally strong as those in Prague. "In flats with a good location, built to EU standards, you can be pretty sure that the price will rise to EU levels," says Korec. Whereas the average home price in Prague is about CZK 40,000 per m<sup>2</sup>, the EU average is EUR 2,000, or CZK 60,000 per m<sup>2</sup>. "In two to three years, the local prices here should rise to that level, which gives an annual yield of about 10%, which is clearly better than the bank rate's 2.3%," he observes.

And that's an average gain. Clients of Ekospol's Výhledy I in Suchdol have realized up to 25% gains. In addition, notes Korec, such capital gains on the property can be made over an even quicker time period. "When a developer finishes a whole project, prices automatically go up about 10%, so you might not even have to wait a year." ■