



# SERVICE BOOK

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CHALLENGE US

**SERBIA**



# When You Think of Properties

**Property adviser No.1 in Serbia**, in terms of revenue for twelve years, including 2021 (Source: SBRA). CBS International is a member of Cushman & Wakefield Alliance a leading global real estate services firm that helps clients transform the way people work, shop and live.

Our 50,000 employees in more than 60 countries help occupiers and investors optimize the value of their real estate by combining our global perspective and deep local knowledge with an impressive platform of real estate solutions. 2017 marks the 100-year anniversary of the Cushman & Wakefield brand.

CBS International is managing offices in **Serbia, Croatia, Montenegro and North Macedonia.**

# { Team up }

An ideas company is by definition a people company.  
Technology supports us. Research informs us.  
But insights and ideas?  
They come from our people.



**challenge us.**

# CBS International in numbers

12<sup>years</sup> Market leader in Serbia

37 Exclusive projects

100<sup>+</sup> Real estate professionals

3,000<sup>+</sup> Clients

46 Licensed real estate agents

7,500<sup>+</sup> Valuation instructions

5 RICS / CFA valuers

750,000 sq m Rented and sold office space

60 countries worldwide, 4 countries in the region:



As a regional leader, CBS International enters 2<sup>nd</sup> decade of impeccable performance, offering a broad range of integrated services including:

## Brokerage Services

- Office Agency
- Retail Agency
- Residential Sales and Lease Agency
- Industrial & Land Agency

## Consultancy Services

- Valuation & Development Advisory
- Capital Markets
- Market Research
- Project Management
- Property and Facilities Management
- Marketing

## Our latest awards:

<b>Euromoney Awards for Serbia</b>	2021	Top Real Estate Advisor Overall Top Agency Letting/Sales Top Valuation Consultant Top Research Consultant
	2020	Top Real Estate Advisor Overall Top Letting Agency Top Valuation Consultant Top Research Consultant Top Investment Manager
	2019	Top Real Estate Advisor overall Top Letting/Agency Top Valuation Consultant Top Research Consultant
<b>Hall of Fame Awards</b>	2020	The Best Real Estate Consultancy in CEE The Best Retail Real Estate Agency in CEE
	2020	Best Local Real Estate Agency Best Commercial Real Estate Agency
<b>CIJ Awards Serbia, SEE</b>	2019	Best Commercial Real Estate Agency SEE Best Commercial Real Estate Agency in Serbia Best Project Management Company
	2018	Best Country Power Broker Team of the Year Best Residential Power Broker Team of the Year
	2017	The Regional Business Partner



**Nordeus**

# We need a building tailored for us.

CBS International was instructed to find the perfect location and a stand-alone A-class office building, fully adapted to the requirements of the company that will be its sole tenant.



CBS International team gave us true support in sourcing out the most adequate office space matching our corporate needs, as well as full dedication throughout the project management process. The invaluable professional advice, consistency to details, and more than extensive market know-how was very well-welcomed and appreciated. It has been a pleasure working with their team – very efficient, knowledgeable and professional.



**Branko Milutinovic, CEO  
Nordeus**

**CBS International** was engaged in all phases of the process - from spatial and budget analysis of the site that helped the client to select and decide on the most desirable location, through the definition and monitoring of the budget and work dynamics, coordination of communication between all participants in the design process and the execution of works thereof, to the final relocation of Nordeus to their new address.

 **challenge us.**

# 37 Exclusive projects



**Investments** 275,000 sq m   
 **Office** 200,000 sq m   
 **Residential** 500,000 sq m   
 **Retail** 45,000 sq m

Our team focuses on helping the client make the right choice when opting to lease or purchase the property. We provide our clients with a thorough insight into the Belgrade Property Market, thus enabling them to find the right property that would meet their needs. As our clients you will enjoy our full support during and after the negotiation process with prospective landlord or seller, led by our licensed brokerage teams.

In addition, our brokerage teams, engaged in exclusive sales and leasing of office, retail, mixed-use and residential projects, are actively involved in full development advisory process, as well as management of the marketing and sales campaigns of the projects, adding further value and know-how to the project with regard to its future competitiveness and marketability.


**SKYLINE  
AFI TOWER**

  
**Central Plaza**

  
**CENTRAL GARDEN**


**BUSINESS  
GARDEN**  
YOUR NEW OFFICE CENTER

  
**GREEN ESCAPE**

  
**WELLPORT**  
LUKA DOBROG ŽIVOTA

  
**VOŽDOVE KAPIJE**  
IT IS TIME FOR A NEW HOME

  
**Moj Aviv**

  
**CITY  
RESIDENCE**  
VRAČAR

  
**Zepetra**





# We want to make a fusion of class A office with premium condominium, downtown Belgrade.

Central Garden is the first condominium in Belgrade downtown, totalling 100,000 sq m and comprising 500 apartments, office tower of 16,000 sq m, inner private park, numerous retail facilities on the ground floor, central reception, 24/7 security and professional maintenance.

**Business Garden** is the only modern Class A office building in the center of Belgrade and it is part of the most popular condominium **Central Garden**, while also being completely independent conceptually and functionally, owing to its modern and sophisticated architectural design. Its technical and technological standards correspond to the needs of IT companies, law offices, auditing companies, marketing agencies or call centers. Total gross area of the complex amounts to 16,000 sq m. with 15 floors, 220 underground parking spaces and 4 elevators. It has been certified with LEEDv4 Gold, a renowned energy efficiency certification and it is one and the only building with this certificate in Serbia.



I would like to share appreciation to **CBS Residential Sales Team** for all the support and amazing results achieved throughout 4 phases of 'Central Garden', as well as now already three phases of our second condominium 'The Duke's Gates'. Moving forward with new phases and new projects on the horizon, is proving that we have trust and confidence in CBS expertise and professionalism.

**Gili Dekel**  
Direct Capital S





# Let`s change the Belgrade panorama.

Skyline Belgrade, a mixed-use complex, rising in the center of Belgrade, will span across more than 100,000 sq m in Kneza Miloša Street, and will offer quality, security and unique benefits. The complex will include a central office tower and two residential towers, with a piazzetta complemented by a commercial annex, various service and recreational facilities. The construction works on the first Skyline residential tower were completed at the end of 2019. In November 2020 construction of the office tower named AFI Tower featuring 30,000 sq m of GLA commenced.

In addition to a premium quality of the finishing works, Skyline Belgrade will also feature spacious living rooms, with a plenty of glass surfaces, great interior design organization, and perfectly separated day and night zones, carefully designed to accommodate to the whole family.

Inside the complex there are numerous additional facilities such as the Spa & Gym zone with the largest indoor private pool in the city, spacious underground parking, 24/7 reception and video surveillance, card access and professional maintenance. With a completely redesigned Three-key park, Skyline Belgrade will fully enrich this whole area and provide a perfect ambience for relaxation and enjoyment.

“ What was most refreshing was that you work with a team that has truly remarkable market coverage and the ability to identify the right market opportunity that would source out optimal end-result. CBS International Team has shown high level of skillfulness, efficiency and professionalism. ”

Adir El Al, CEO  
Airport City Belgrade

# Telenor\* needs to move, who will answer the call?

\*Telenor je sada Yettel.



“

CBS International gave us full support through the process of evaluating the market potentials for the new HQ building for our company. With assistance of various team members from CBS, we prepared a detailed technical specification for the new premises, being able to make comprehensive analysis and offers evaluation from different developers. The support and the professionalism of the team was very valuable factor that helped us choosing the best solution able to meet all our expectations.

”

Branko Mitrovic, CCAO  
Telenor

CBS International was engaged to assist Telenor in order to assess the market potentials and to select adequate relocation option or support lease renewal.

CBS International has performed detailed analysis of client's current as well as future needs. Drafting detailed technical specification of client's requirements including description of layouts and interiors together with all necessary installations. Drafting an RFP in line with the requirements, pre-negotiating key commercial/legal elements of the future lease agreement Leading the entire RFP process, reporting to Telenor Benchmarking the most competitive terms. Additional negotiations with short-listed buildings. In parallel, running technical meetings in order to secure fulfilment of all technical requirements. Choosing the best commercial offer. Leading final legal negotiations. Closing of the deal.

# WHAT WE DO

## Brokerage

## Consultancy

### OFFICE AGENCY

- Property Analysis
- Comparative Analysis
- New Lease Acquisitions
- New Lease Vs. Renewal
- Own Vs. Lease Analysis
- Renegotiation & Rent Renewals
- Site Selection
- Build-to-suit Transactions
- Property Sales and Acquisitions
- Global Corporate Services
- Landlord and Tenant Representation

### CAPITAL MARKETS

- Advisory services to all type of investors with focus on assets of 5 million and larger
- Finding a right investment opportunity, ensuring our clients sell well and invest wisely
- Investment strategies to landlords including individual assets and portfolios

### MARKET RESEARCH

- General Economic Data and Trends
- Specific Property Type Data and Trends, including Sales, Rents and Yields
- Demographic Studies
- Market Analysis on Office, Retail, Residential, Industrial & Logistics and Hotel Market

### RETAIL AGENCY

- Strategic Advisory
- Retail Lease Brokerage
- Multi-store Expansion Strategies and Roll Outs
- Tenant Mix Definition
- Catchment Area Analysis
- Property Sales and Acquisitions

### VALUATION & ADVISORY

- Valuations of all types of properties: office buildings, shopping centers, hotels, industrial and logistics, development land and alternative investments
- Feasibility Studies and Highest and Best-Use Studies
- Lease Versus Purchase Analysis
- Appraisal Reviews
- Best Exit Strategy
- DCF Analysis
- Insurance Valuation

### RESIDENTIAL SALES & LEASING

- Full support throughout the leasing or sales process
- New home sales
- Tenant and Landlord Representation
- Consultancy on project structure, finishing works, optimum size of units and additional amenities
- Profilization of target groups and sales channels

### PROJECT MANAGEMENT

- Workplace Consultancy
- Commercial Fit Out and Refurbishment
- Technical Due Diligence
- Cost Analysis – Tenant Improvement Project
- Budget and Schedule Development
- Occupancy Planning
- Project Monitoring
- Move Management
- Construction Management Over Site
- Building Assessment

### INDUSTRIAL & LOGISTICS

- Sale/Lease of Existing Facilities
- Arranging Build-to-suits for Industrial Facilities
- Lease Audit Capabilities

### LAND AGENCY

- Handling Land Acquisitions / Dispositions
- Providing Site Selection Options

### MARKETING

- Marketing Strategy Objectives
- Design, Copyright & Production
- Media Plan Definition
- Advertising and PR Campaign Management
- Event Management

### PROPERTY MANAGEMENT FACILITIES MANAGEMENT

- Technical Maintenance
- Hygiene Maintenance and Cleaning
- Physical Security and Security Systems
- Vending Services and Water Dispensers
- Office Management
- Management of Premises
- Administrative and Commercial Services



challenge us.



[www.cw-cbs.rs](http://www.cw-cbs.rs)  
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