

# *LONDONSKA ISKUSTVA AGENTICE ZA PRODAJU NEKRETNINA*

*MIA VUČIĆ*





- >8.5 milijuna stanovnika

- 50% stranaca

- Francuska

- Australija

- Amerika

- Irak

- Kina

- Indija

- Pakistan

- Bangladeš

- Litvanija

- Poljska

- Rusija

- UAE

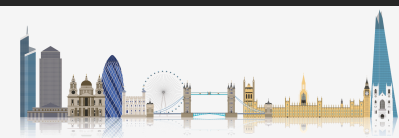
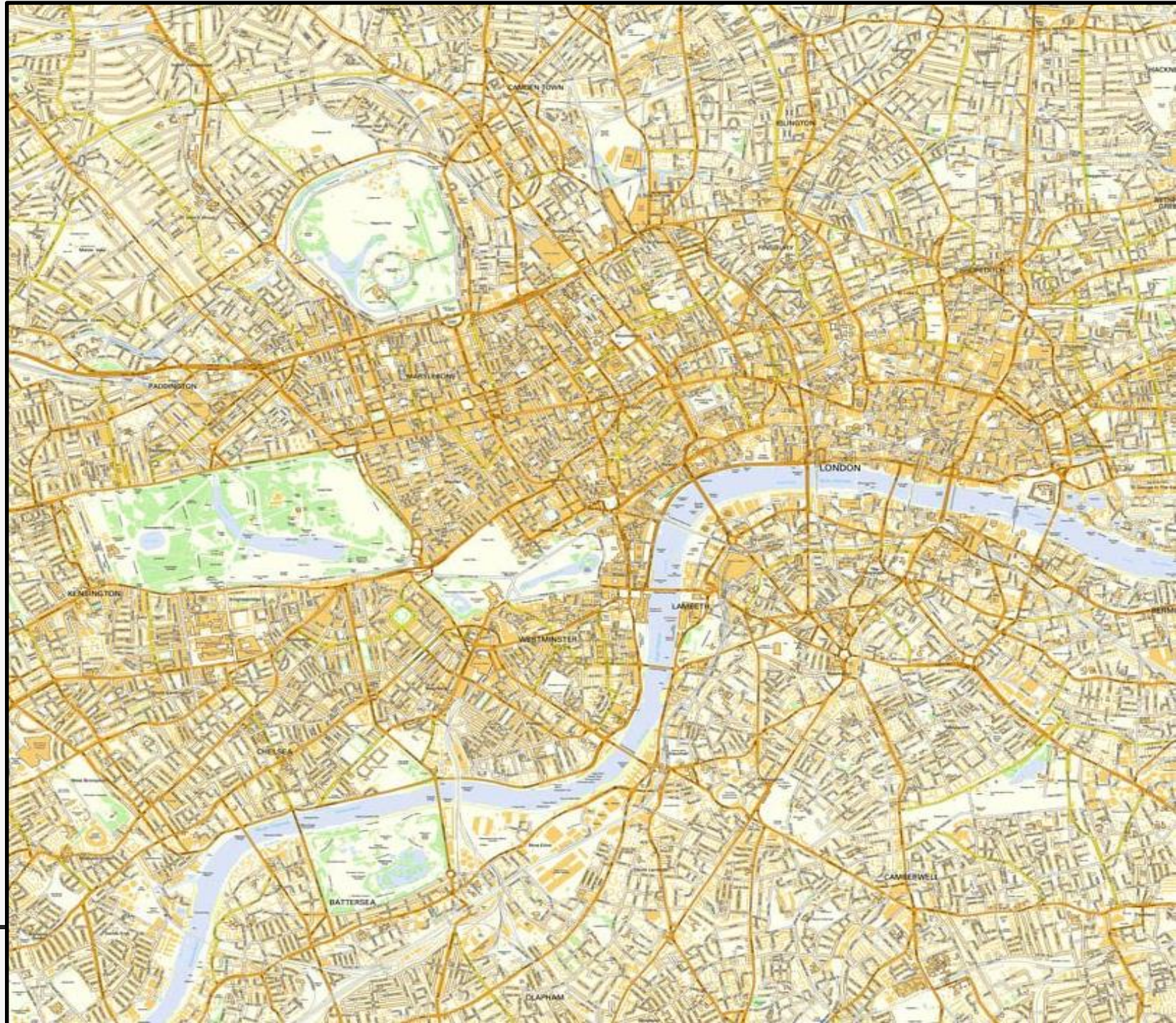
- Turska

- Nigerija

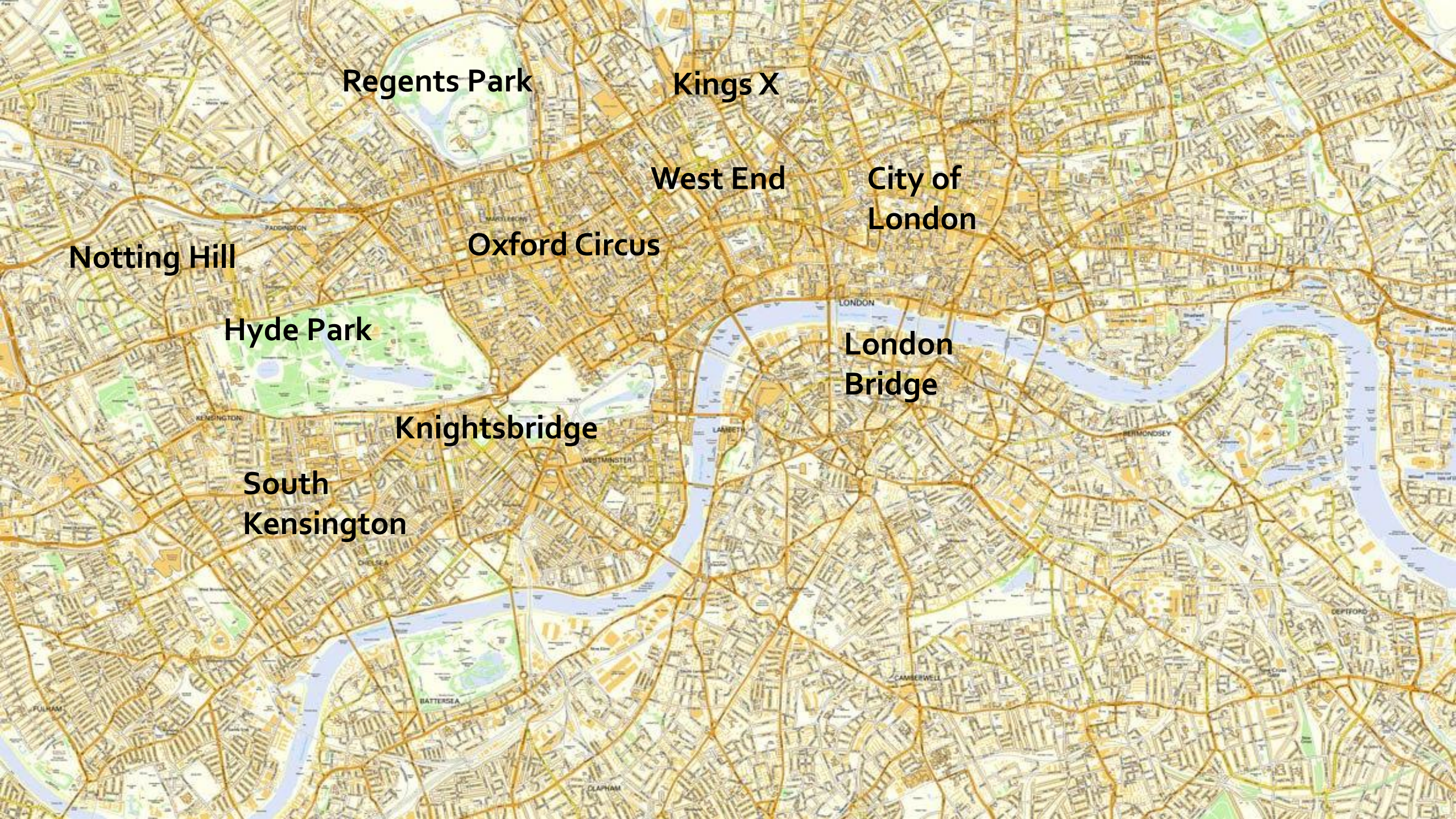
- Jamajka

- Irska

- Portugal







Regents Park

Kings X

West End

City of  
London

Notting Hill

Oxford Circus

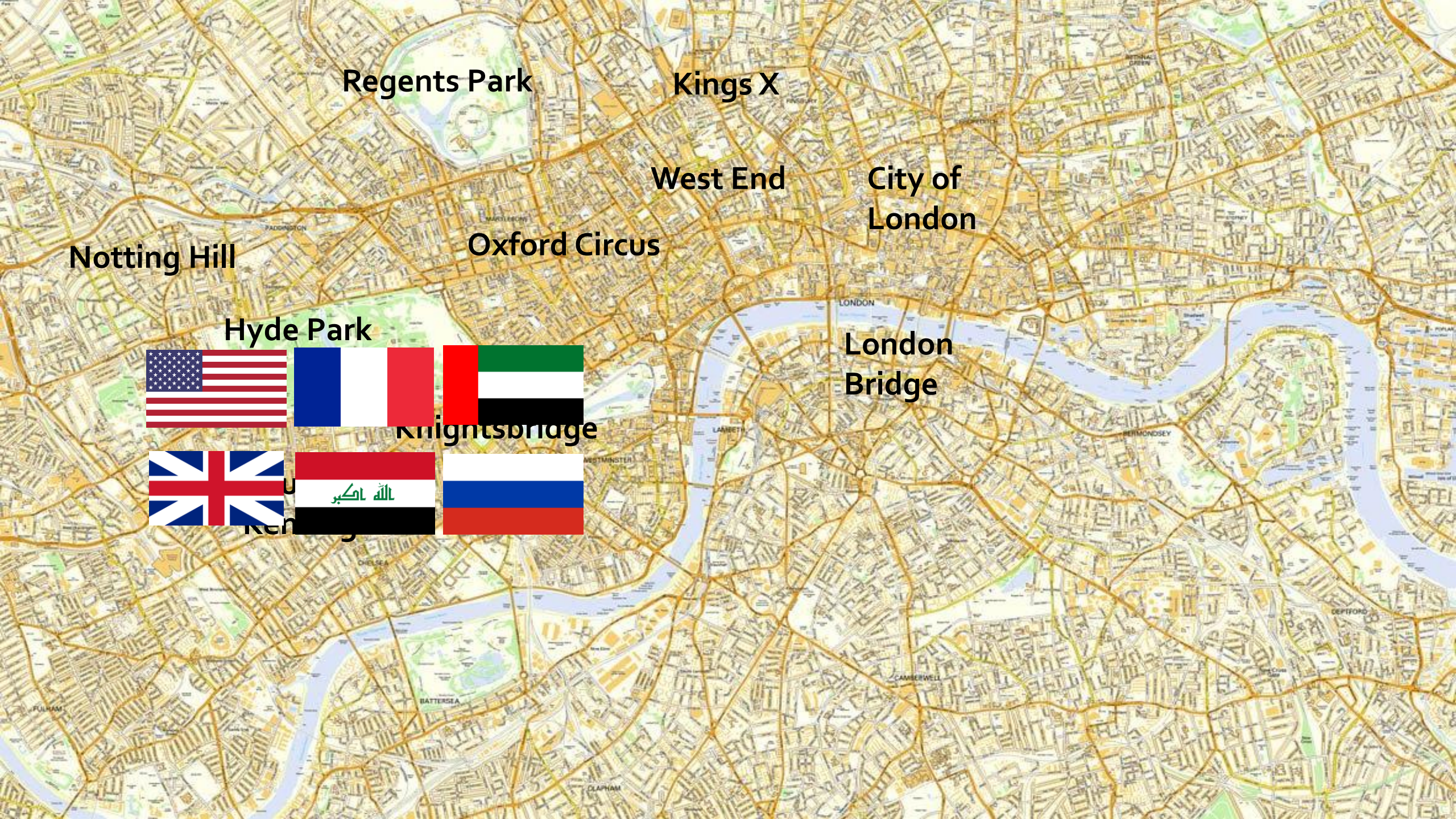
Hyde Park

London  
Bridge

Knightsbridge

South  
Kensington





Regents Park

Kings X

West End

City of  
London

Notting Hill

Oxford Circus

Hyde Park

London  
Bridge

Knightsbridge





Regents Park

Westminster



Notting Hill

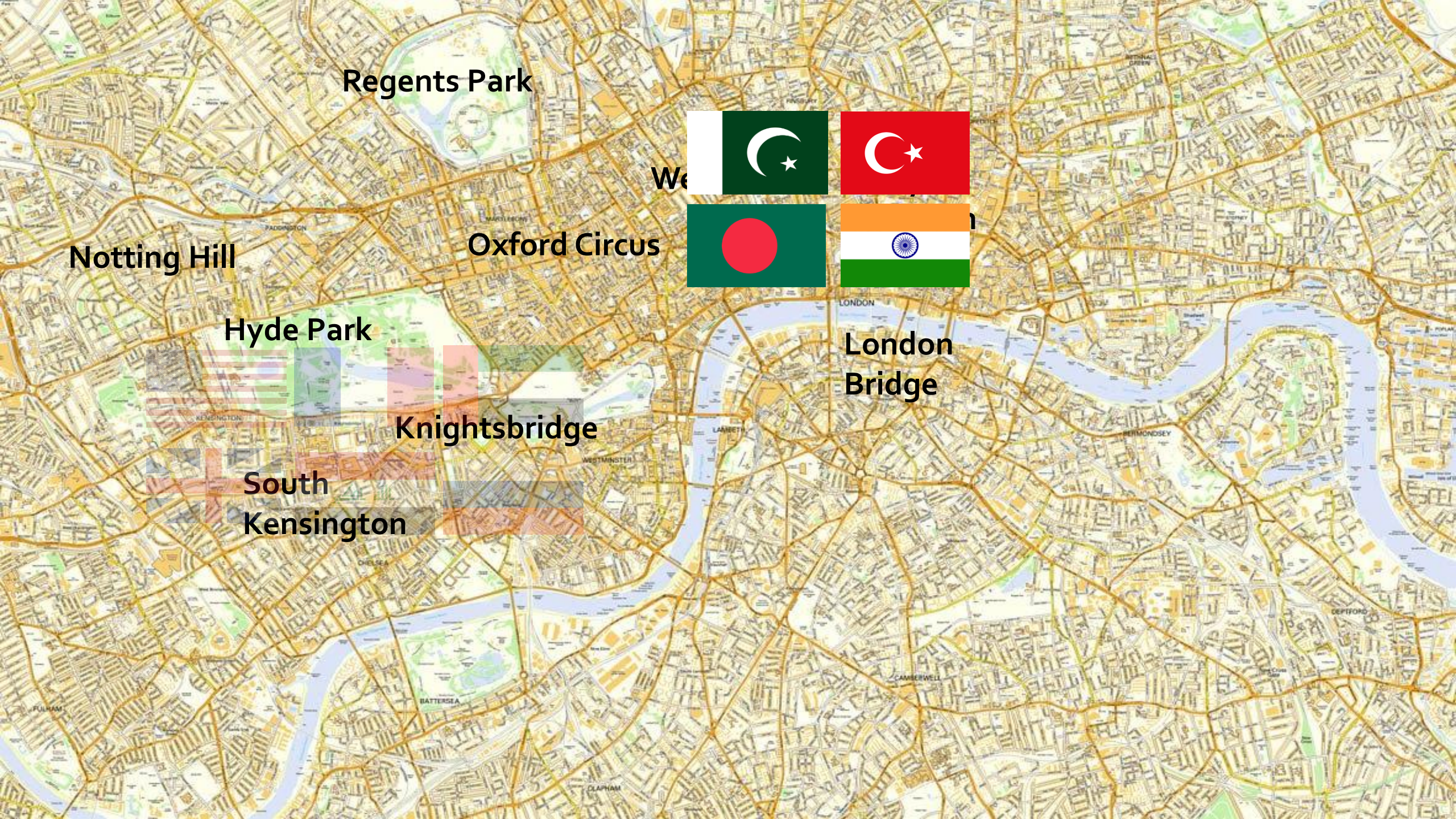
Oxford Circus

Hyde Park

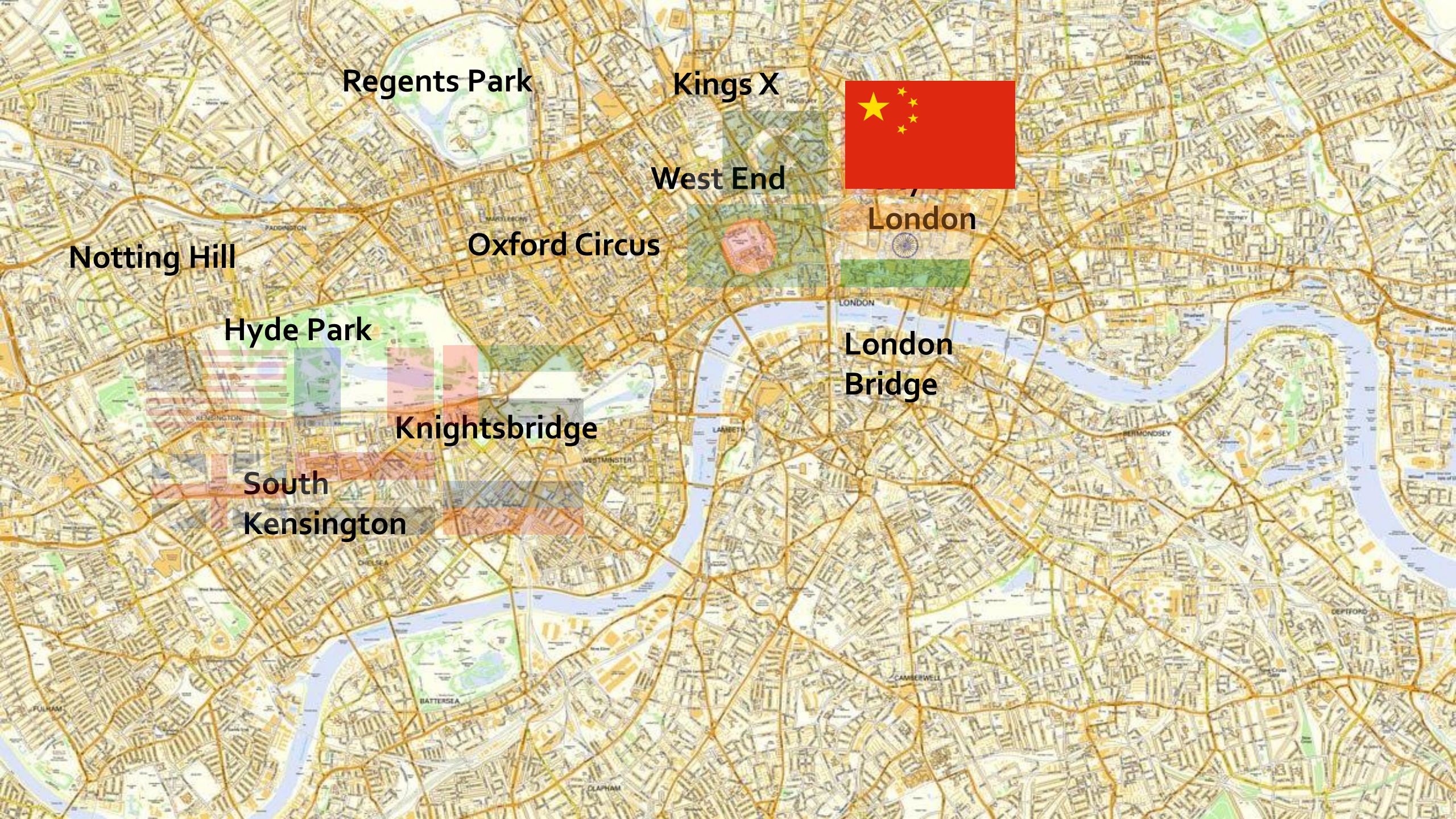
London  
Bridge

Knightsbridge

South  
Kensington







Regents Park

Kings X



West End

London



Notting Hill

Oxford Circus

Hyde Park



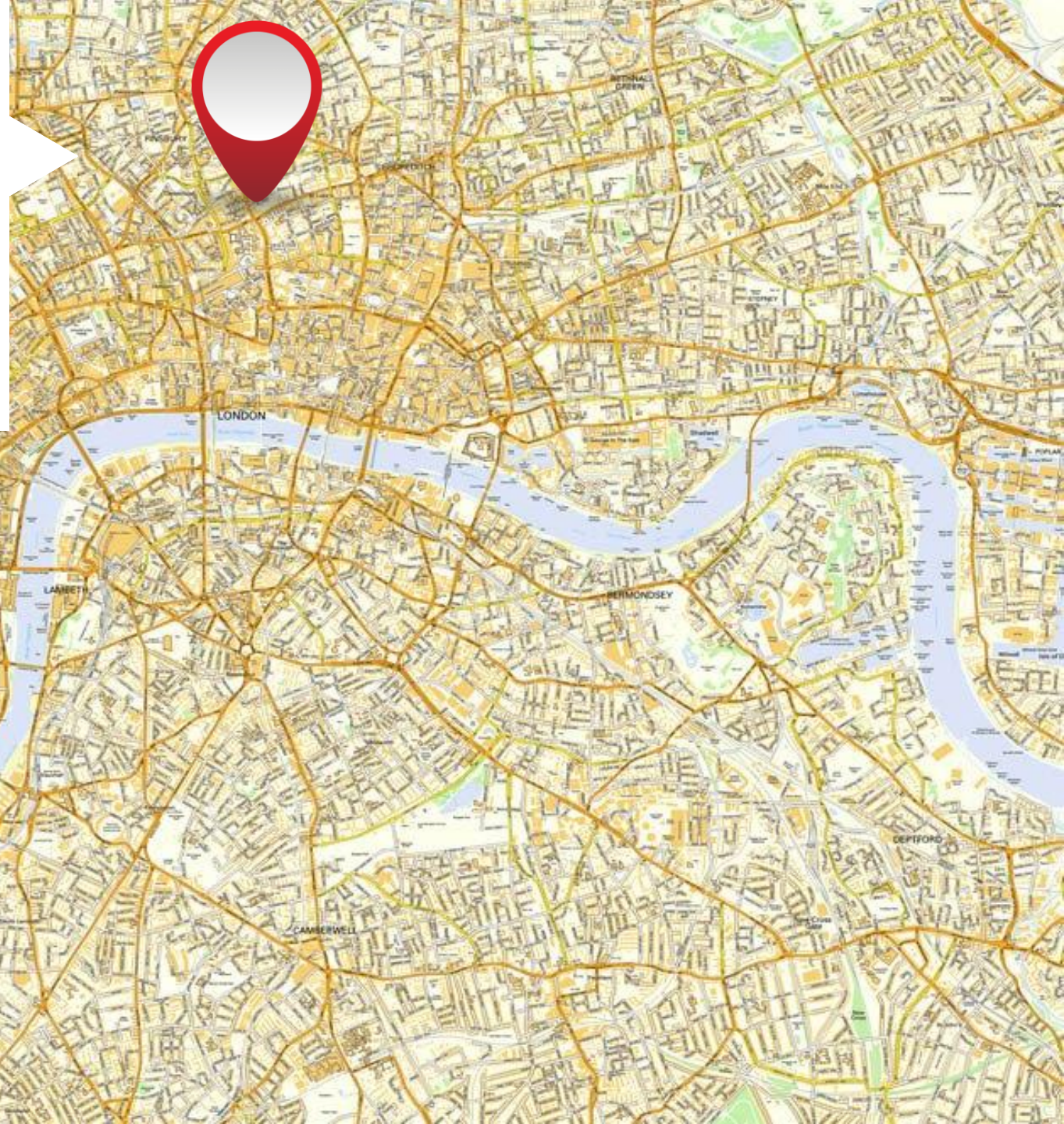
Knightsbridge

London Bridge

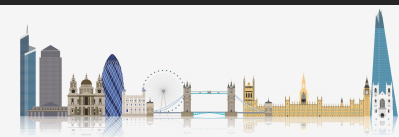
South Kensington



## Foxtons Clerkenwell







CLERKENWELL





CANALETTO TOWER

m<sup>2</sup>=£13,000



ATLAS

m<sup>2</sup>=£15,000



IMPERIAL

m<sup>2</sup>=£11,000



BARBICAN E

m<sup>2</sup>=£13,700



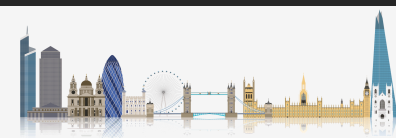
CHARTERHOUSE

m<sup>2</sup>=£12,000



GOLDEN LANE ESTATE

m<sup>2</sup>=£7,000

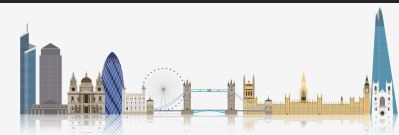


CLERKENWELL





- Jedan od najprepoznatljivijih brandova za promet nekretninama
- Osnovan 1981. Notting Hill, London
- 67 poslovnica u Londonu
- Prihod od 111 milijuna funti u 2018. god. (-5.2%)
- 1133 zaposlenika (M = 53%; F = 47%)
- 8am-8pm
- 711,080 korisnika My Foxtons
- 485,000 mjesečnih website posjeta
- Foxtons grupa: Foxtons (prodaja i najam), Alexander Hall (kreditni brokeri), Conveyan (platforma za preporučene odvjetnike za nekretnine u Londonu)







## *Agencijska provizija*

### Prodaja

Prodavač - eks. ug. - **2.5% + PDV**

- multi. ug.- **3% + PDV**

Kupac - ne plaća

### Najam

Najmodavac - prvi najam - **11% + PDV**

- produljenje ug. nakon 2 g.- **10% + PDV**

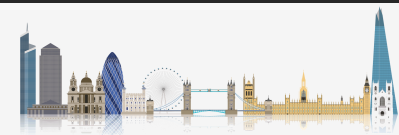
- nakon 1. produljenja - **6% + PDV**

Najam i održavanje - **17% + PDV**

Kratkoročni najam - **26% + PDV**

Najmoprimac - **£250** po stanaru

- deposit - 6 tjedana najma





HQ

CENTRALA

PRODAJA I NAJAM

NAJAM

HR

MOVE CONSULTANTS  
KONZULTANTI ZA SELIDBU

RECEPCIJA

PROPERTY MANAGEMENT  
ODJEL ZA ODRŽAVANJE NEK.

UPRAVA

FRONT OFFICE

UREDI

PRODAJA

MANAGERI

PROCJENITELJI

SENIOR AGENTI

JUNIOR AGENTI

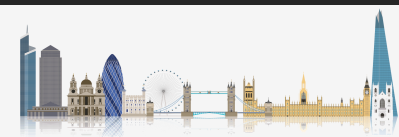
NAJAM

MANAGERI

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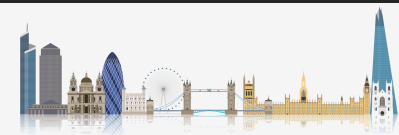
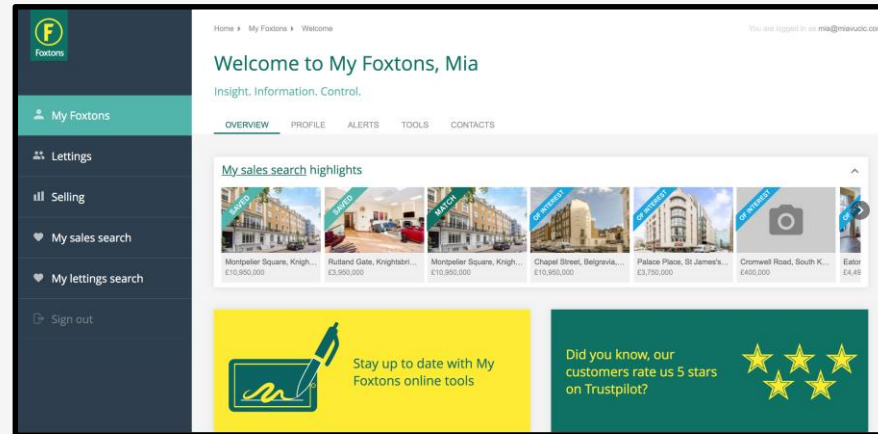


# Kako do kupaca?

**rightmove**   
find your happy

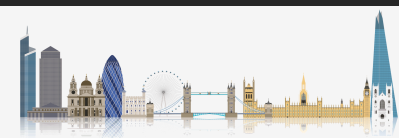
**Zoopla**  
Smarter property search

 **PrimeLocation.com**  
Find the home you deserve





- [MY FOXTONS](#)
- [MY FOXTONS – IZNAJMLJIVACI](#)



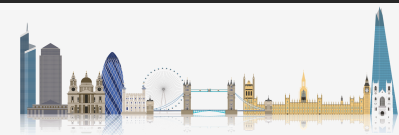


# Porezi na nekretnine

## Home mover stamp duty rates



## Buy-to-let and holiday home stamp duty rates





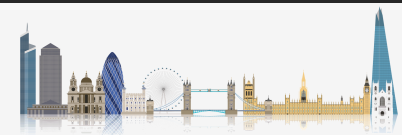
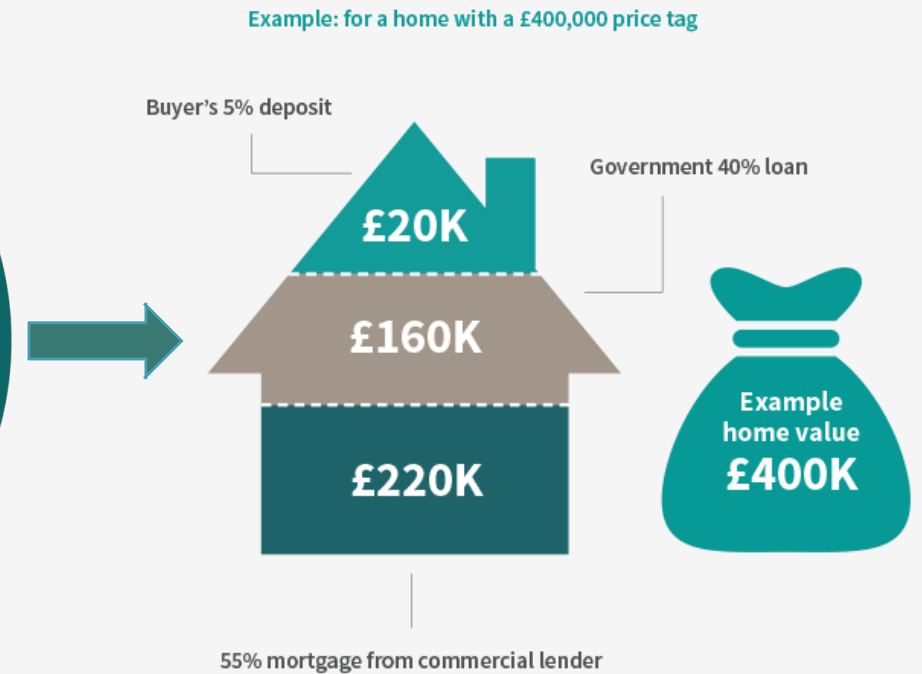
*Property Technology*

**PURPLE BRICKS**





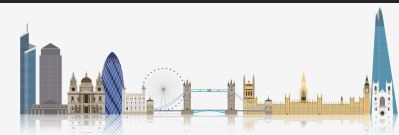
# Državni poticaji





# *Sugestije za zaposlenike*

- Vrhunska organizacija (9h-12h;12h-14h;14h-16;16+)
- Povratne informacije o dojmovima unutar prvih 24h
- Obavezno pogledati nekretninu sam/a prije dolaska kupca
- Prije pregleda stana održati cca 15min razgovor o klijentovim željama, mogućnostima kupnje, što su do sada sve vidjeli, iskustva, što misle o trenutnom tržištu
- Cilj je pokazati im što više nekretnina u 1. sastanku (optimalno 3 nekretnine unutar 1h) kako bi im pokazati što je na tržištu i omogućiti im bolji uvid u vaš portfolio
- Ne bojte se proširiti im vidokrug (vi ste stručnjak)
- Obavjestiti kupca telefonom o novoj nekretnini bez obzira što možda još nemate slike (svi se vole osjećati posebno I da ste baš na njih mislili)
- Biti dobar slušač pun empatije, zapisivati si osobne detalje koje ste čuli prilikom razgovora (znači da ste pažljivo slušali te Vam kupac nije samo broj)
- Nemojte kupcu "prodavati" nekretninu
- Dočarajte im što nekretnina može biti ukoliko nije direktno ono što su oni htjeli





*Hvala na  
pozornosti!*

