Poslovanje s nekretninama u doba nove, digitalne ekonomije

Ivo Špigel, Perpetuum Mobile Zadar, svibanj 2016.





Trendovi u digitalnoj ekonomiji

- Svi su povezani
- Mobilno i cloud poslovanje
- Niski ulazni troškovi ohrabruju inovativne tržišne modele i igrače
- "Big data" otvara neslućene mogućnosti (npr.) procjene rizika, boniteta i sl.
- Ekonomija uzajamnosti (peer-to-peer)

Je li digitalna ekonomija "nova"?

I jest i nije

 Omogućuje neslućene tehnološke iskorake, nove načine povezivanja ljudi, zabave...

Stari dobri temelji, naravno, ostaju



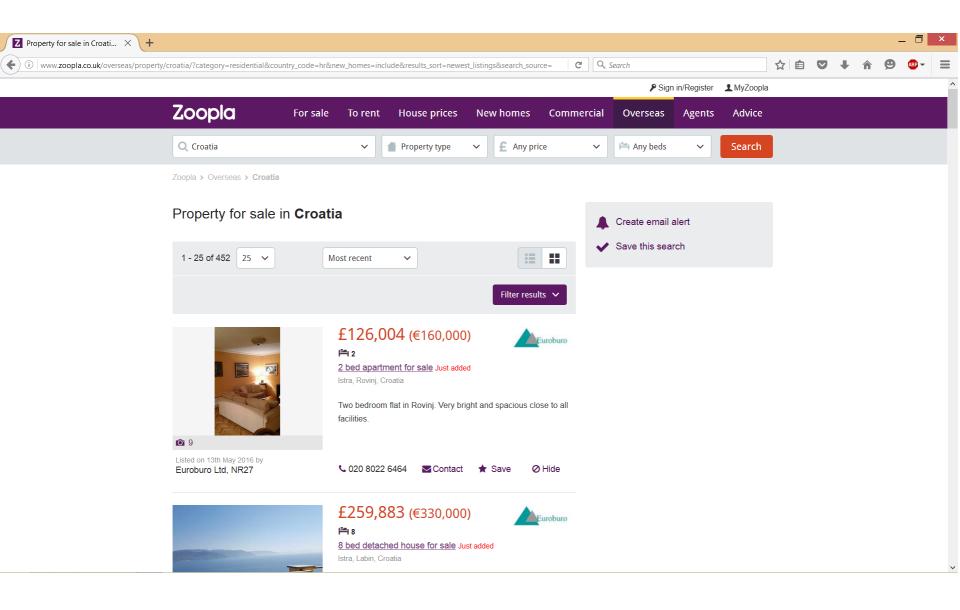
Zoopla

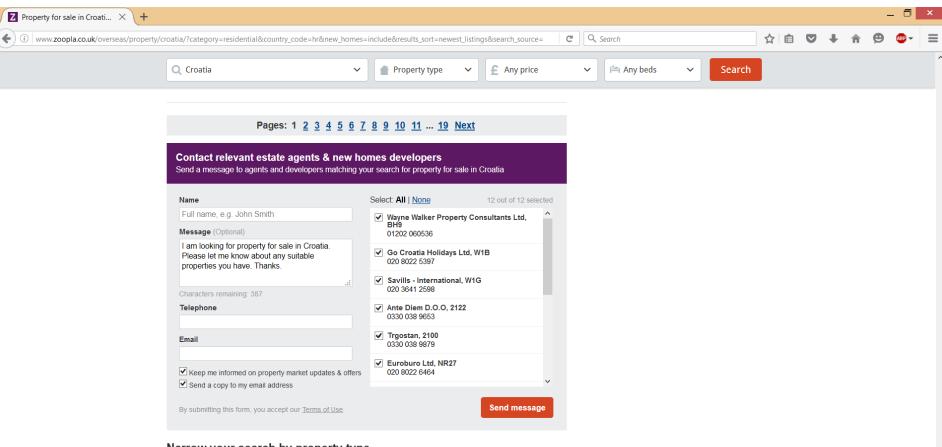
- Online katalog / tražilica nekretnina
- Osnovana 2008.
- Danas vrijedi preko 1.2 mlrd GBP na londonskoj burzi
- Preko 40 mil. posjeta mjesečno
 - toliko UK ima stanovnika
- 11 akvizicija u pet godina



"I sat with the board of Blockbuster in late 2003 and told them about this service that could transform how people rent films and I was told that it was a very small market that would never exceed 50,000 people. A few years later they shut their doors."

Alex Chesterman iz svog iskustva s LoveFilm, kojega je Amazon kupio za 200M GBP

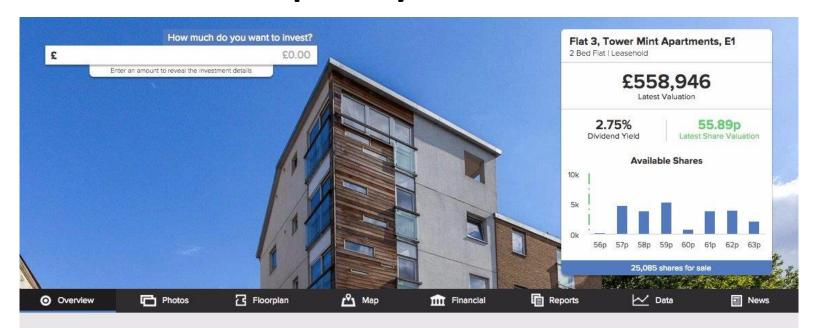




Narrow your search by property type

- Houses for sale in Croatia
- · Apartments for sale in Croatia
- · Commercial for sale in Croatia
- Land for sale in Croatia

Property Partner



Description

A rare opportunity in central London, Zone 1 - this is our third flat from Tower Mint Apartments. It was bought at discount in a location filled with iconic landmarks.

We believe that Tower Hill and this property have a compelling investment case underpinned by two factors:

- The property is exceptionally well located, Just 300m from Tower Bridge and 700m from the iconic 'Gherkin' building of London's financial district. Stations that are within 850m of the property connect the area to the London Underground, Docklands Light Railway and train networks.
- The gross rental yield and dividend yield for the property are unusually high for prime central London. This is partly due to the purchase price secured, and partly because we have secured a contract with a 'serviced apartment' operator which eliminates voids and reduces costs.

Read more detail on the investment case here.

Contracts were exchanged on July 2nd and purchase completed on July 23rd 2015. The 'resale' market for this property opened on August 19th 2015.

The flat was acquired vacant and in good condition and the Chartered Surveyor's report identifies no material issues. We have made a provision of £1,200 for tests that are required, for any remedial works that the testing reveals, and for minor, sundry items listed in the surveyor's report. There is also a provision of



PropertyPartner

- Crowdfunding investiranje u nekretnine
- Pokrenut prije cca godinu dana
- Preko 20M GBP, 5,500 investitora u 140 objekata
- Nekretninski crowdfunding u USA je danas cca 1,2 milijarde \$\$\$

Online agencije

Zoopla

• Rightmove

Crowdfunding kupnja

Crowdahouse

The House Crowd

Property Moose

Kako naši menadžeri gledaju na promjene koje dolaze?

- "Kako se planirate zaštititi od Interneta?"
 - pitanje novinara vlasniku turističke agencije

- "Mi smo gung-ho protiv portala"
 - Izjava urednika na Weekend Media Festival

• "Valjda neće baš nas" ©

Što se promijenilo (kod nas)?

- Avio karte
 - kad ste zadnji put dobili avio kartu u "etuiu"?

Taxi (Uber)

Smještaj – Booking.com i Airbnb.com

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