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HOME > 2 BUSINESS INTERVIEW > MINA KALEZIĆ – CREATING YOUR OWN LIVING SPACE

2 BUSINESS INTERVIEW ♦ LIFESTYLE ♦ RECOMMEND

## MINA KALEZIĆ – CREATING YOUR OWN LIVING SPACE

*Belgrade is becoming a more and more comfortable city to live in. Attractive to foreigners, pleasant and safe to those who already know it well. Mina Kalezić leverages on her professional experience and knowledge to analyse the trends, habits, and the wishes of her clients, as well as the reactions of foreigners to the capital of Serbia.*

Mina Kalezić, Sales & Marketing Director of CBS International, uses her experience in working with both domestic and international clients to give us an account of how Belgrade has evolved thanks to the building of residential complexes compliant with the highest standards, the source of its current attractiveness, and the parameters according to which the buyers are choosing their living space today.



**In your opinion and from the perspective of your profession, how much would you say Belgrade has changed over the past couple of years?**

The change is undoubtedly substantial, and has resulted in a demonstrable increase in the number of foreign investors in all segments of the real estate market, as well as in the number of international companies that recognise our market as the one offering the most potential when it comes to positioning their businesses and servicing the regional markets. On the other hand, Belgrade is becoming more and more recognisable as a tourist destination, with a greater number of foreigners deciding to invest in local real estate, which was unimaginable only several years ago.

**When you are presenting a new residential building, what do you place the initial emphasis on, given the affinities of your target audience?**

It is difficult for me to single out one universal point, this depends on the specificities of each project as well as the requirements of the final buyer who has selected the given location. For example, in large residential complexes, which are the most popular among the buyers, we need to think beyond a simple purchase of an apartment and consider the entire concept of the quality of life, which involves amenities such as private parks, sports courts, playgrounds for children, open air gyms, a centralised reception and professional maintenance.

**Your work puts you in touch with many foreign buyers and investors. What are their impressions of the residential complexes in Belgrade? What is it that they notice first?**

First and foremost, they are delighted with the quality of the finishing works, our use of natural materials, but also the overall dedication to detail, the expertise of our workers, and the level of service provided.

**On the other hand, which aspects of Belgrade do you put first when presenting it to someone who is just getting to know it?**

Belgrade is de facto becoming more and more attractive as a destination, growing closer to the major European capitals. The foreign investors who come to visit tend to characterise it nowadays as the 'city of cranes', due to the numerous ongoing building projects. This, combined with the well-known Serbian hospitality, makes them feel at home and motivated for making further investments.



**When seeking to buy property, what do the clients insist on most often?**

Foreign investors bring the practices of more developed markets and the buyers are becoming more sophisticated in their requirements and expectations. If I were to pick out several of the most important factors when deciding to buy an apartment, those would be: security; location; quality; and, of course, the price.

**Do the new residential buildings, which are built in accordance with the modern standards worldwide, influence the living habits and change the lifestyle of the residents of Belgrade?**

Yes, definitely. An increase in the quality of the offers has educated the market and it is now the buyers who expect more from each upcoming project, which leads to a rise in our quality standards and the adoption of modern practices from the more developed markets.

**Given that you are in constant contact with the buyers, what do you think is the reason for purchasing apartments in large residential complexes?**

These complexes attract mostly buyers with families, for whom the comfort of all of the family members comes first. In addition, the fact that they are able to influence the interior solution in the early building stages and choose finishing works to suit their individual needs gives them a high degree of flexibility in customising what will be their living space.