

Mina Kalezić, Partner, Sales & Marketing Director, CBS International

Excellence in Real Estate



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CBS International is a leading real estate consultancy in Serbia with 37 licensed real estate agents, ten appraisers and over 4,500 clients. The company's focus is on continuous improvement and growth

Maintaining high standards through a professional approach and the dedication of our licensed agents ensures that we are continuously providing exceptional services tailored to the specific needs of our clients" stresses Mina Kalezić. "Our goal is not only to maintain but to go beyond expectations, especially in the approach of our experts, as that is what ultimately distinguishes excellent from well-done work".

Your local, reliable, and expert team in the Serbian market stands out from others by offering solutions, not just services. Can you explain that a bit more? What else makes you specific and different?

— Our team stands out by providing solutions tailored to the real needs of the clients. Instead of standard service formats, we focus on analysing individual requirements to provide the most efficient solutions fully customized to the client. Additionally, our advantage lies in a deep understanding of the local market and adapting strategies that reflect and add value to the unique aspects of the Serbian real estate market.

We noticed that there are many more women than men in your Belgrade office, so we are interested in whether women are better in the real estate sector. What female qualities in this business work to your advantage?

— In our team, diversity is a key value, and the presence of many women contributes to the diversity of perspectives thereto. Women are often recognized for their exceptional communication skills and multitasking abilities, which are invaluable traits in the real estate sector and a true foundation for excellent negotiating power.

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This combination contributes to a team spirit and the overall success of our office. It's worth noting that there is an increasing number of women in the real estate world today. Just fifty years ago, the percentage of women in the industry was around 10%, whereas today, the global average is around 40%. In our company, women account for around 60%.

The real estate sector in Serbia has been experiencing its boom for several years now. Will this strong development activity in all market segments continue in 2024?

— Current trends indicate stability and the potential for further continuous growth in the real estate sector in Serbia. We expect this strong construction activity to persist in 2024, supported by economic factors, demand growth, and new trends in diversification of potfolios of investors, in line with the maturity of our market. Unlike some neighbouring European markets, the Serbian real estate market is far from saturation, historically balancing construction activity and supply volumes with the demand in all segments, from residential to office, retail, logistics, and industrial spaces. This leaves enormous potential for further growth. Our team is ready to adapt to changes and continue to provide top-notch services in the dynamic real estate environment. All these elements make us a leader in the real estate market, always ready for new challenges and record-breaking results in the future.