



*Professional  
real estate*



# COMPANY PROFILE

The Company M&M Real Estate Holding a.s. is a professional real estate agent with a network of more than 70 branches in the Czech Republic.

Since 2005 we provide the intermediation of sale of properties, rental of objects and their management and, of course, we provide the wide legal and financial advice in the field of real estate business.

Thanks to a strong financial background, a wide network of branches and brokerage Commission, highly specialized training program, we are able to sell your property in the fastest possible time.

**We hope, that you will find in us as a strong and reliable partner!**



Milan Zavadil, MBA  
Chairman  
of the Board of Directors



Ing. Miroslav Jonáš  
Vice-Chairman  
of the Board of Directors

# SERVICES FOR CLIENTS

## OUR SERVICES

- personal visit of the property
- processing of offers and ensure the necessary documentation
- free legal and financial advice
- comparative analysis of the quotes of the specific area
- assistance with debt and executorial matters
- The turn-key mortgage with our Mortgage Centre
- payment of a notary acts and signature verifications
- payment of a stamp for the Minute for the Cadastral registration
- ensure the expert's report and the elaboration of a tax return for the National Tax Authority.

## WHY ENTRUST YOUR PROPERTY SALE OR RENT TO US

- 🏠 Expertise – professionally trained broker, who personally takes care of your comfort
- 🏠 Advertising – Internet, nationwide advertising, M&M magazine, magazines, flyers, sign boards
- 🏠 Complete service – you don't have to do anything in addition to the signature of the contract
- 🏠 More than 50,000 clients` demands – which are also yours
- 🏠 Information technology-your offer will be constantly among the first leads on the Web
- 🏠 Daily updated price-we know the real price of your real estate
- 🏠 The Mortgage Centre – our candidates have guarantee of financing

# PRESENTATION IN THE MEDIA

## INTERNET ADVERTISING

Our Web page **www.mmreality.cz** with over 10,000 real estate offers each month more than 200 000 clients. Thanks to modern optimizing our Web pages your property will appear on all the major search engines (Google, Centrum.cz, Seznam.cz, Property-Abroad.com, Rightmove.co.uk, Immowelt.de ...)

- mmreality.cz
- S-reality
- reality.cz
- nemovitosti.cz
- bydlet.cz
- reality.idnes.cz
- rajreality.cz
- tvujdum.cz
- realcity.cz
- realmix.cz
- ceskereality.cz
- reality.tvujdum.cz
- nemostranky.cz
- avizo.cz
- realitycechy.cz
- realitymorava.cz
- reality.eurobydleni.cz
- hyperreality.cz
- novoreality.cz



# PRESENTATION IN THE MEDIA

## PRINT ADVERTISING

Custom **Real estate magazine** awarded over 500 000 copies and distributed throughout The Czech Republic.

- M&M real estate magazine
- Real City
- Annonce
- Avízo
- Šumperské Zvonky
- Orin
- Magazín Reklama
- TV image
- Típ Servis
- Děčínský zpravodaj
- Risk
- Deixe Típ
- Plzeňský rozhled
- Naše Ostrava
- Náš Zlín
- Frýdecký Telegraf
- JČ Avízo speciál
- Táborsko
- Přísecké postřehy
- Periskop
- Radniční listy
- Sedmička
- Metro
- Inzertní profit
- Přerovské noviny
- Golempress
- Orlický týdeník
- Eso
- Posel
- Jupiter
- Progstistik
- Echo



## LARGE OUTDOOR ADVERTISING

One of the many corporate strategies, as adopted by the owner and the purchaser of the property is the outdoor advertising. In addition to the classic billboards can be spotted full covered buses, megaboards on the prefabricated houses, walls, or also in the bowling centre.



## FULLY COVERED ADVERTISEMENT ON CARS

The most visible advertising of our company became our brokers cars, which adorn the fully covered advertising on cars with the green colour of the company logo and the pictograms and the contact information. Throughout The Czech and Slovak Republic there are more than 200 cars, which can not be overlooked on the roads. Traditional governance is also the organisation of the so called: "Car Parade", that are associated with the promotion of the company.

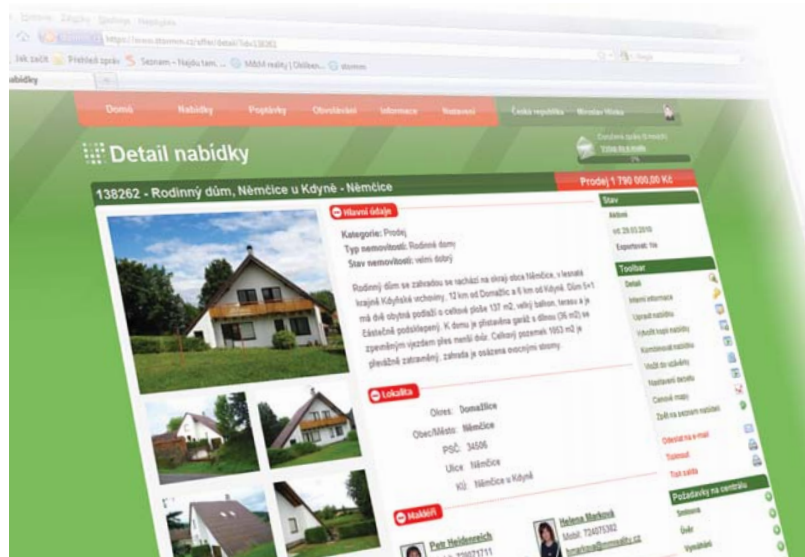


# STORMM INFORMATION SYSTEM

M&M real estate brokers and agents work from the year 2008 with a new STORMM information intranet, developed by IT departments of the company.

Unique software is not on the domestic market to competition. The program ensures the complete agenda of real estate agency. Collects and archives all information about more than 10,000 current real estate offers and 50,000 quotes. Just by the only click can the broker post offer to most of the real estate sites in the Czech Republic and Slovakia, and send an e-mail or SMS to all potential candidates, who the system automatically searches by the specified criteria.

Because the system is linked with the web site, may clients edit the demand according to their needs. The program also offers registration of brokers, training, e-shop with corporate clothing, database, documents, or important sale statistics.



# CONSTRUCTION DEVELOPMENT PROJECTS

In the field of construction development projects, M&M Real Estate Holding a.s. offers to investors assistance with searching appropriate investment opportunities, the processing of the menus on the buy land and also the processing of marketing plan.

Thanks to our network of branches we can advice the most appropriate way how to build houses and buildigs according the purchasers demand. All marketing promotion is carried out so that the project would be quickly saleable with a high rate of return of the investment.

To each project we prepare good marketing campaign according to the needs of the builder. Part of the campaign are as follows:

- exclusive advertising in the real estate magazines
- advertising in the magazines which are specialized in construction development projects and housing
- billboards on the roads that lead to the City Centre
- advertising sails on the constructions and their surroundings
- large posters with the project presentation
- advertising on the city public transport vehicles
- direct advertising (email, flyers and their distribution)



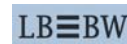
# FINANCING

## THE M&M MORTGAGE CENTER ... YOUR INDEPENDENT MORTGAGE SPECIALISTS

In the area of financing M&M Reality Holding a.s. offers help by our mortgage center. Our mortgage specialists are involved in the processing of mortgages and loans, both for private owners, co-operative owners and associations of the apartment units. We know very well the current quotes and the cooperating banks and building societies quotation. Furthermore, we handle with financing of property purchasing, reconstruction, or changing of fixed rate period. All the services mentioned above we provide completely free of charge.



Cooperating with the Bank:



Cooperating with the Bank dealing with the construction saving account:



... Your mortgage specialist

**The complete mortgage service free of charge!**



- Consultation
- Enquiry processing
- Custom financing
- Ordering the Evaluation of the Property
- Full Service Administration
- Control of Approval Process
- Signing the Mortgage Contract and Loan Drawing
- Advisory for the whole Loan lasting



# EDUCATION



## M&M UNIVERSITY

Quality education is the basis for work of each professional broker and, therefore, the company offers a sophisticated training program called “M&M UNIVERSITY”. System training contains two basic trainings, training of Law, business skills and Time management.

In cooperation with external trainers, we organize the advance training according to wishes and needs of the brokers.

The company organizes two-day broker meeting, where the brokers are educated and informed about the latest trends in the real estate market, legal matters and about company news After the education the broker of M&M Reality Holding a.s. has become the real expert in the field of real estate market!



# CORPORATE EVENTS

During the last 5 years, we have managed to create a stable company, which gives our brokers a sense of safety and loyalty. The company management appreciate and pay attention to their good education and motivation.

## MOTIVATION FOR BROKERS

Brokers and individual branches are continually motivated to higher performance and competition in the region framework and around the all country. They are rewarded holidays in attractive destinations or adrenaline sport events.

Conquering brokers take tickets for extraleague match in the VIP section for guests in the ČEZ Arena, or dinner in some exclusive restaurant, or relaxation weekend in one of the Spa Center.

Each month we organize the competition for the best M&M real estate broker. The best broker takes the Challenge Cup and becomes the holder of Nissan 350Z sports car.

On the beginning of the year we traditionally hold a ball which representation serves as the meeting of the brokers and all the employees of M & M reality from the whole Czech Republic.



# WE SUPPORT, WE SPONSOR

M & M reality as a strong player on the real estate market feels the need to assist and support those, that need assistance and help.

Since 2007 we are working with Children House in Čermná, where over 20 children found their home and care.

The company, its management or brokers often donate money to specific charitable organizations.

Every month, we present also ourselves in the field of public and social life, we sponsor various cultural, social and charitable actions. In 2007 we were partners of the competition Bailando, in which we supported one of the hundred thousand gifts. For the Foundation „A Drop of Hope” we awarded Miss Superkrás 2007.

In most cities there are conducting public events each year for our customers, they are usually devoted to selected local organizations.



# WE SUPPORT, WE SPONSOR



In the season 2009/2010 we were one of the General partners of the Czech ice hockey club HC Eaton Pardubice and the M&M Reality Sokol Pardubice.





call free of charge:  
**800 100 446**  
[www.mmreality.cz](http://www.mmreality.cz)

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*... a popular REA*