

Customers getting back to real estate agencies

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According to a survey by GoHome.cz, more than a half of all real estate brokers in the Czech Republic have recorded a growing demand for rentals and a lower interest in the purchase of properties. Reduced sales were seen by 73.7% of all brokers asked. The lowest decline was observed in South Moravia (9%), Zlín (9%), Hradec Králové (10%), Pardubice (10%) and Olomouc (11.25%). Conversely, the biggest drop was observed by brokers in Vysočina (up to 50%). According to the survey, the nationwide sales of real estates declined by less than 20% on average.

The survey also examined how the real estate sellers estimate the development of the real estate market in the short term (up to half a year) and long term (over one year). Their answers show that in the following half-year over 64% of people in real estate agencies expect a slight decline in property prices, especially flats, which are currently overpriced. Fewer than 36% of the respondents think that in the half-year to come the prices of properties will stagnate. Another decrease of property prices after more than a year is expected by 8% of the respondents. Two-thirds of them expect stagnation, while about a third of them believe in increasing prices of property after one year.

The web search engine GoHome.cz specializing in real estates, which operates, according to its authors, on a similar principle as Google, is entering the Czech market. In addition to the Czech Republic, GoHome is operating in six other European countries - Croatia, Italy, Germany, Slovakia, Slovenia and Serbia. The company wants to penetrate the real estate markets in Poland, Austria, Bulgaria and Romania in the near future and ultimately intends to cover the whole European Union.

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