

Mediamonitoring: real estate agencies have a liking for the media

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Based on the study, the above-mentioned companies can be divided into three groups according to their media presence. The first group comprises the most widely covered firms - with a total of 514 contributions, the leader in this ranking is Mexx Reality, just ahead of AAabyty.cz (423). The second group includes the agencies and real estate franchise chains Century 21 (161), Lexxus (160), Real Spektrum (131) and Re/Max (121), closely followed by Maxima Reality (81). The final group then consists of Professionals Reality (31), M&M Reality holding (28) and ERA Reality (21).

It has to be added that these differences are largely influenced by newspapers in the Deníky Bohemia and Deníky Moravia groups, which publish one and the same article in tens of mutations. In March, they quoted Jan Šinágl (Mexx Reality), commenting on the growing interest in small flats, and in April and May they reported on the 20% discounts on flats offered by this company, i.e. a concept that the media often associate with Finep. In addition, the media also brought news on personnel events, specifically the appointment of Jan Šinágl as Mexx Reality's Chief Sales Officer in January and Jan Kočka's acquisition of a stake in this company in March.

AAABYTY.cz was mentioned in the media in January in connection with reports predicting this year's real estate market developments, and later received media coverage through its director Aleš Budín, who commented on the decline in the demand for prefabricated houses in April and on the growing interest in rented living in June.

Media reports on Re/Max Reality appeared (once again thanks to regional dailies) in April, when Pavel Hájek voiced his opinions on the declining prices of all flat categories. As for Century 21, the attention of the media was attracted by the offered benefits (e.g. kitchen furniture), aimed at persuading hesitant clients. Likewise, the media reported in May, referring for example to Lexxus, that the official offer prices are higher than the actual prices of flats by thirty to one hundred thousand crowns. Lexxus was also the co-author of a study published in June, according to which satellite villages do not match clients' preferences any more; clients are said to emphasize civil facilities, enough real nature and privacy today.

Taking into account only authentic reports and not their copies, the share of the regional press in the total media coverage of real estate agencies will drop from 51% to 20%. It is therefore outperformed by web portals (35%), embodied especially by the servers Reality.iHNed.cz and reality.iDNES.cz, as well as by nationwide dailies (22%), of which MF Dnes was the most active with a total of 118 contributions. All of the three above-mentioned types of media paid most attention to AAABYTY.cz, but other agencies were represented solidly as well - Mexx Reality, Real Spektrum and Maxima Reality.

Graphs (Newton Media):

1. Media coverage of real estate agencies - The chart shows the scope of media coverage for each of the ten selected real estate agencies in the first half of 2009.
2. Media groups - The chart shows the structure of media coverage of the ten selected real estate agencies in terms of media groups. Unlike in the previous chart, the multiple reports in Deníky Bohemia and Deníky Moravia newspapers are calculated only once this time.

