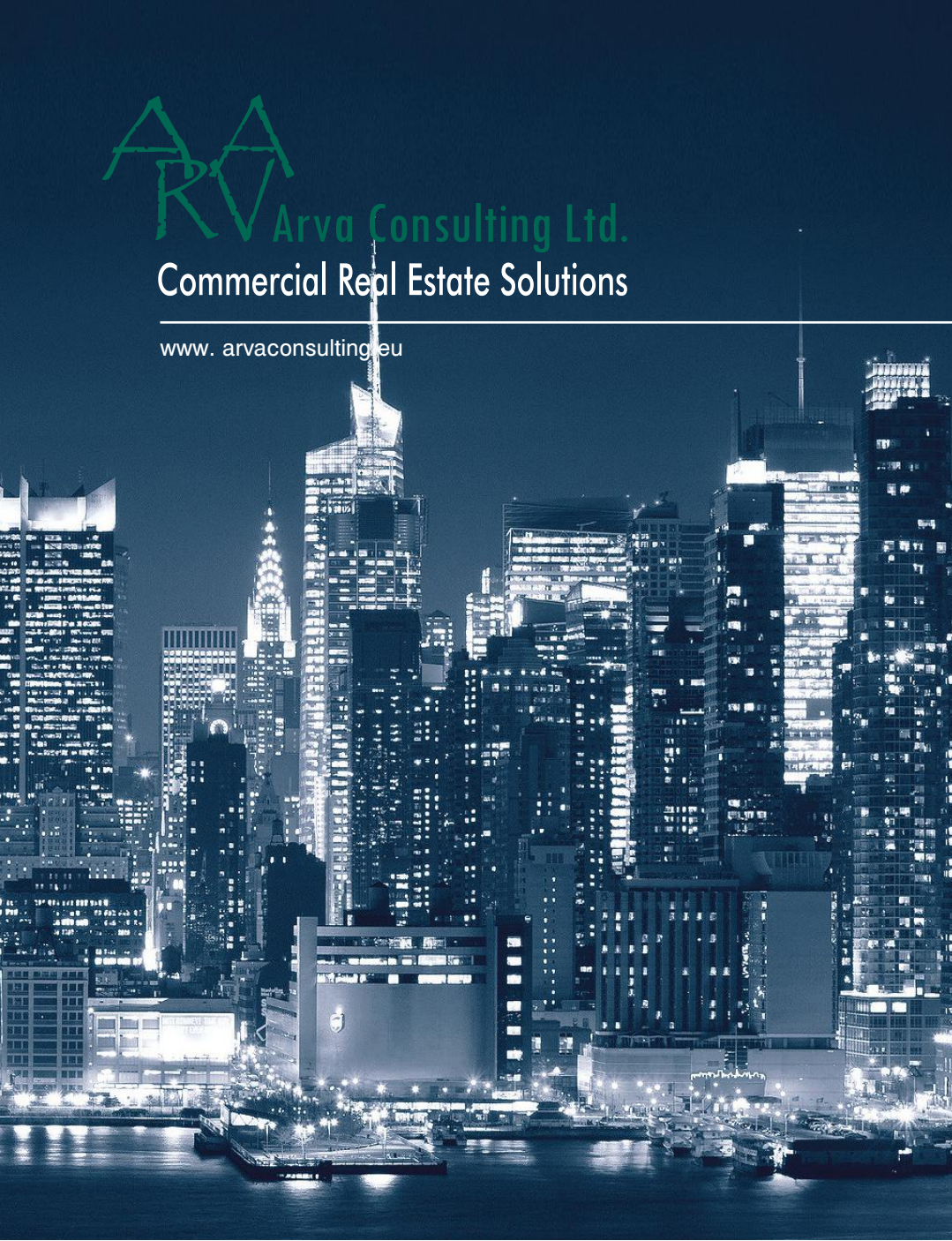




Arva Consulting Ltd.  
Commercial Real Estate Solutions

[www.arvaconsulting.eu](http://www.arvaconsulting.eu)

We make  
it easy  
and profitable  
for YOU...





# Welcome to Arva Consulting Ltd.!

I am pleased to present you the real estate consultancy where you are going to meet consultants who are doing the real job. We are. We care. We just do it. Arva operates since 2009 being successful on one of the most adventurous RE markets ever.

Arva **Magic** formula is based on a secret chemical substance called **SQP**. The **SQP** contains equal proportions of our Key Performance Indicators. **S**peed, **Q**uality, **P**rofitability. That's what our clients may rely on.

Our team is specialized in offering B to B commercial real estate services and comprehensive solutions to investors, developers, landlords and corporate tenants.



We share our client's targets, interests and concerns, being focused in long term partnerships, as well as a valuable long-lasting Client- Consultant relationship.

The company offers lease of retail space, industrial space and office space, as well as ad-hoc marketing and consulting services and property management. Arva team claims to provide easiness, time and costs saving, ad-hoc approach and professional customer care to its clients. The name Arva comes from Latin meaning fertile, fruitful, plentiful and wealthy.

We solve **YOUR** problems, following **YOUR** current needs and future expectations.

**Arva focus is OUR CLIENT'S benefit.**



Elitsa Stoimenova, (CEO)





During the last 5 years Arva gained:

Marketing & letting management of

**6 exclusive trade centers.**

Representation of **leading retail brands** in Bulgaria.

**300 000 sq m** managed commercial areas in the country.

# Our Services

Arva offers a comprehensive range of B to B real estate services that allows you to get an informed real estate decision. We aim to look in your business future together using precisely our local market knowledge, industry insight and expertise.

Our service range is developed to meet best your current needs and future requirements whether you are a local firm or a global organization.

Arva Consulting expertise covers all market segments including retail, office, logistics and residential real estate.

One of our core activities is leasing of commercial spaces. We have a great track record in investment sales as well as innovative solutions in marketing research and analysis.

## OUR SERVICES INCLUDE:

- Leasing of Commercial Areas
- Investment Sales
- Market Research & Analysis
- Expansion Management
- Outsourced Sales Force
- Retail Business Aquisitions

WE KNOW that exceptional results require more than just transactional expertise. That's why we offer a platform of complimentary services to achieve your business goals and maximize the value of your property assets.

# Leasing of Commercial Areas

## Landlord Leasing Teams:

- Marketing concept precisely oriented to customers, competitors and surrounding
- Tailored made go-on-market approach
- Apply best marketing and sales tools to generate strong interest and quick feedback from clients

## Tenant Representation:

- Time and cost saving
- Leading and advising you through the whole process using our connections and industry insight
- Reaching best rental conditions that pays back in saving hundreds of thousands in the long term leasing agreements

# Investment Sales

Consulting in property acquisitions is our most responsible activity requiring sufficient market knowledge, experience and expertise.

## Owners advisory:

- Property valuation
- Target clients identification
- Marketing tools and Feasibility study preparation
- Direct marketing
- Support and advisory in the negotiations process to swiftly close at your optimal price

## Buyer's representation:

- Market proposals overview and selection advisory
- Legal and financial support
- Support and advisory in the negotiations process in reaching best price and entire purchase conditions

The great adventure in the process is the property valuation on a market with negative trend. Nowadays assets value defining requires fresh outlook and vision that helps us to find the best property use and real value over the numbers.

# Expansion Management

## Outsourced Sales Force

Our outsourced sales force services are designed for all developers, landlords and business entrepreneurs looking for cost saving and staff optimization.

Arva outsourced sales force is retainer based and combine our real estate solutions with specific dedication to a project or specific market case that requires urgent and exceptional marketing and sales solutions.

Expansion management is a specific exclusive service offered by Arva, created to serve retailers in different branches. The service is a cost saving opportunity that helps you to arrange your expansion in the country providing comprehensive entire solutions.

Our scope starts from the real estate market trend, continues with your direct competitors analysis and finishes with your target direct customers profile and analysis in terms of the local market specific cultural, ethnic and historical features.

Based on the preceding deep market research and analysis we are ready to propose you and complete an expansion plan and strategy that corresponds best to your products, brand and price policy.



# Market Research & Analysis

Our market researches claim to deliver Arva clients the market intelligence required to support important business decisions and provide multi-level support across all property types, ranging from data collection to comprehensive market analysis.

Arva provides strategic marketing solutions for its exclusive projects including merchandising concept and financial analysis, targeting the right audience, positioning the property, developing the creative materials and timing the sale or lease.

The corporate tenants may find specific related marketing services as well, such as Retail market overview, Micro market research for local city markets, Traffic analysis for high street locations, Competition analysis, etc.

Arva brings long-term benefits to its clients helping them to take the necessary steps with the maximum level of comfort.

# Property Management

The property management is what makes and keeps the income generating asset's value. That's why we are focused and dedicated to provide excellence in our management services as their quality today defines the property value and your profits tomorrow.

- Facility management and maintenance
- Marketing promoting and event management
- Property accounting and financial reporting
- Tenants' reorganization and replacement
- Tenants' relationships management & coordination
- Contract Management and Leasing administration

Arva key advantage is our ability to bring life into your assets, new or ongoing projects and business ideas in the real estate sector maximizing their value and minimizing your risks providing you the required market intelligence and industry expertise.

# Our Clients

Notwithstanding its short market history Arva has served one of the largest international and local companies represented in Bulgaria, including corporate tenants, developers and investors.



Paradise Center (Patero Developments)  
Serdika Center (ECE) Projektmanagement  
Bulgaria EOOD)  
Landmark Property Bulgaria  
Bulgaria Mall Tower (MRPI)  
MPI South Mall  
Union Group Ltd.  
Krit Ltd.  
Aladin Ltd.  
Unicredit Bulbank  
ZARA (Inditex Group)

Mc Donald's  
Vivacom  
NEXT  
O'neill  
Lilly  
Piccadilly  
TendenZ  
New Yorker  
Kenvelo  
Lilly  
Carrefour

Humanic  
Deichmann  
I Love Fashion TV  
Massimo Zardi  
Principe  
Inmedio  
Studio Moderna  
Hot Spot  
Fuji Film  
Massimo Zardi  
Gruppo Fiori



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