CUSHMAN & WAKEFIELD | CBS INTERNATIONAL

SERVICE BOOK SERBIA



Better never settles


CUSHMAN &
WAKEFIELD
CBS
INTERNATIONAL

When You Think of Properties

Established in Belgrade in 2007, CBS International is the largest commercial real estate consultancy in Serbia in terms of revenue for 16 years, including 2025 (Source: The Serbian Business Registers Agency).

CBS International continuously strives to improve the quality and efficiency of its services that go beyond clients' expectations, further building on their trust in property advisory services.
Our local market aim is to become the client's preferred choice of property adviser, acting solely up to their requirements and expectations.

CBS International is a member of Cushman & Wakefield Alliance, a leading full-service global commercial real estate company with 53,000 employees in more than 60 countries helping occupiers and investors optimize the value of their real estate. 2017 marked the 100th anniversary of the Cushman & Wakefield brand.

CBS International manages five fully operational offices in Serbia, Austria, Croatia, Montenegro and North Macedonia which enables us to cover the entire West Balkan Region.

Values

Cushman & Wakefield core values are always the driving force for businesses to move forward, create inspiration, help us bring consistent services to the built environment every day.



We celebrate determination. No matter what we may have already achieved, we are constantly driven to continue solving complex problems for our clients and communities.

DRIVEN

The biggest muscle we can flex in the built world is our resilience. Our advisors consistently find answers and bring forth opportunities for our clients.

RESILIENT

Progress is everyone's business. By harnessing the power of inclusivity every day, we grow stronger teams with more diverse viewpoints on client and community challenges.

INCLUSIVE

The biggest problems need the best thinkers. As truth tellers for our clients, we rely on more than insights and experience to drive forward. We also harness the full potential of technology, AI, data and analytics.

VISIONARY

We keep a startup mind, no matter how big we get. Our roots are deep and diverse, a strength we draw on to ensure our entrepreneurial spirit never gets lost. We know bigger doesn't always mean better. Better means better.

ENTREPRENEURIAL





CBS International in numbers

Key Facts

2007	The year CBS International was established in Belgrade
500+	real estate professionals CBS Group
150+	real estate professionals CBS International Beograd
39	licensed real estate agents
10	valuers (4 RICS) - recognized RICS certified valuers of key international & domestic banks, entitled to evaluate properties with no value limitations
10.000+	clients
59	exclusive commercial & residential projects
1.5M sq m	rented & sold office space
10.000+	valuation instructions done
2.000+	research publications issued

60 countries worldwide, 5 countries in the region:



12.000 sold & rented residential units

20+ brands assisted to enter Serbian retail market

750.000 sq m managed and maintained space by our Property and Facilities Management Team

130+ companies consulted our Project Management & Interior Design

About CBS International

Core Business Services

As a regional leader, CBS International for almost two decades is showcasing impeccable performance, offering a broad range of brokerage and consultancy services.

CBS International has obtained a certificate:
ISO 9001:2015 Quality Management Systems
Issued by SGS



BROKERAGE SERVICES

- Office Agency
- Retail Agency
- Residential Sales
- Residential Leasing
- Industrial Agency
- Land Agency

CONSULTANCY SERVICES

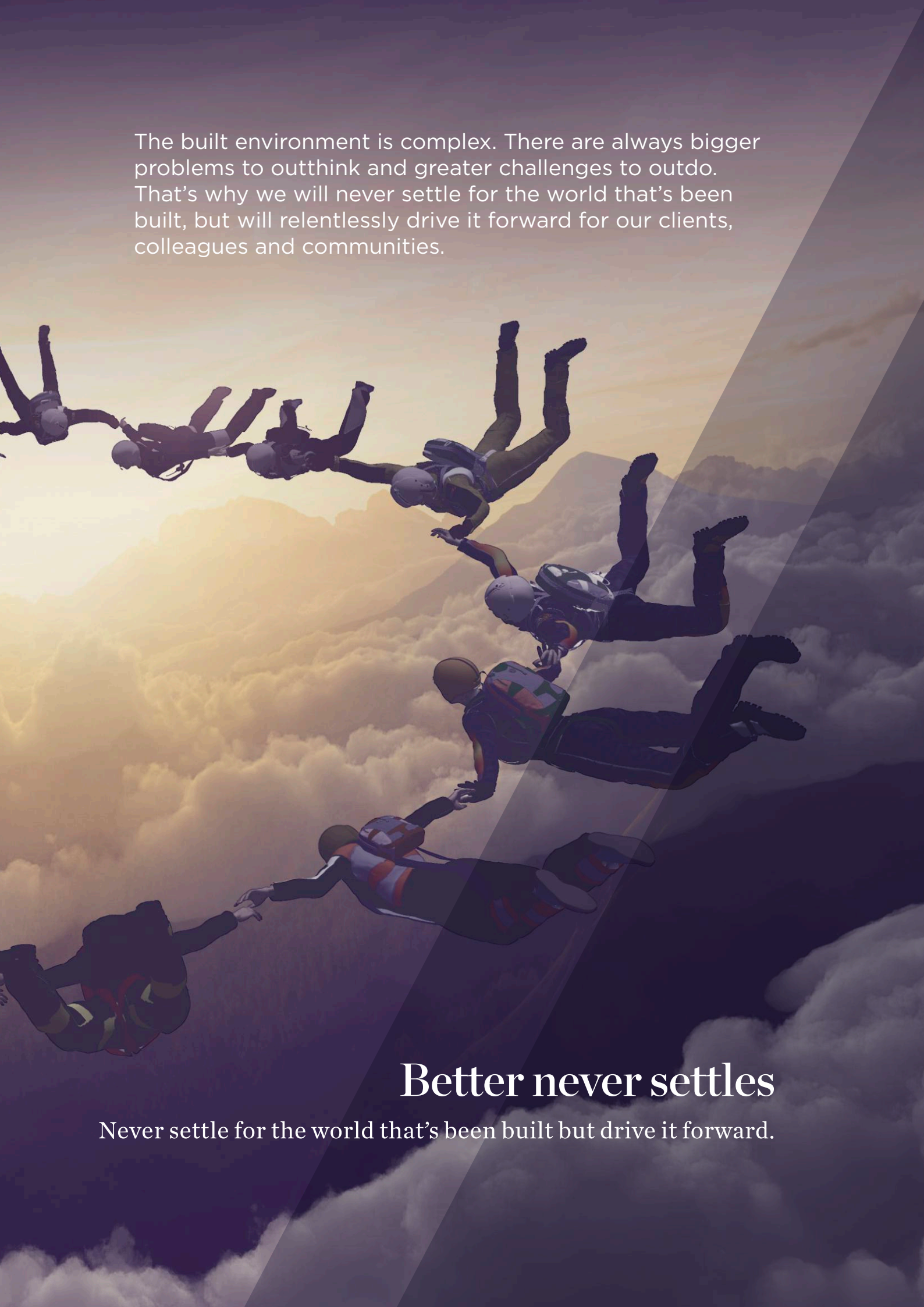
- Valuation & Development Advisory
- Market Research
- Capital Markets
- Project Management
- Property and Facilities Management
- Other Advisory Services: Marketing, Due Diligence, ESG Advisory



{ Team-up }



The built environment is complex. There are always bigger problems to outthink and greater challenges to outdo. That's why we will never settle for the world that's been built, but will relentlessly drive it forward for our clients, colleagues and communities.



Better never settles

Never settle for the world that's been built but drive it forward.

59 Exclusive projects

INVESTMENT
OFFICE
RESIDENTIAL
RETAIL
INDUSTRIAL

AFI Skyline Residence

NEWPORT
BY WELLPORT

SKYLINE
AFI TOWER

CITY RESIDENCE
VRAČAR

Central Plaza

WELLPORT
PORT OF GOOD LIFE

AFI CITY ZMAJ

VOŽDOVE KAPIJE
IT IS TIME FOR A NEW HOME

GREEN ESCAPE



1,500,000+ sq m

Our brokerage teams are engaged as exclusive sales and leasing representatives of key investors in all property segments / office, retail, mixed-use and residential projects

- The largest real estate team in the SEE market
- The largest number of projects exclusively represented by CBS Brokerage teams
- Strong cooperation among teams
- Established cooperation with both – key international and local investors and large corporate clients

VOŽDOV KVART

T10 RESIDENCES

DOLCE VITA WAY OF LIFE

ИНОБАЧКА – ДЕДИЊЕ –

IQ CENTAR

NOVA RETAIL PARK

BLUEHOUSE

CENTRAL GARDEN

BUSINESS GARDEN YOUR NEW OFFICE CENTER

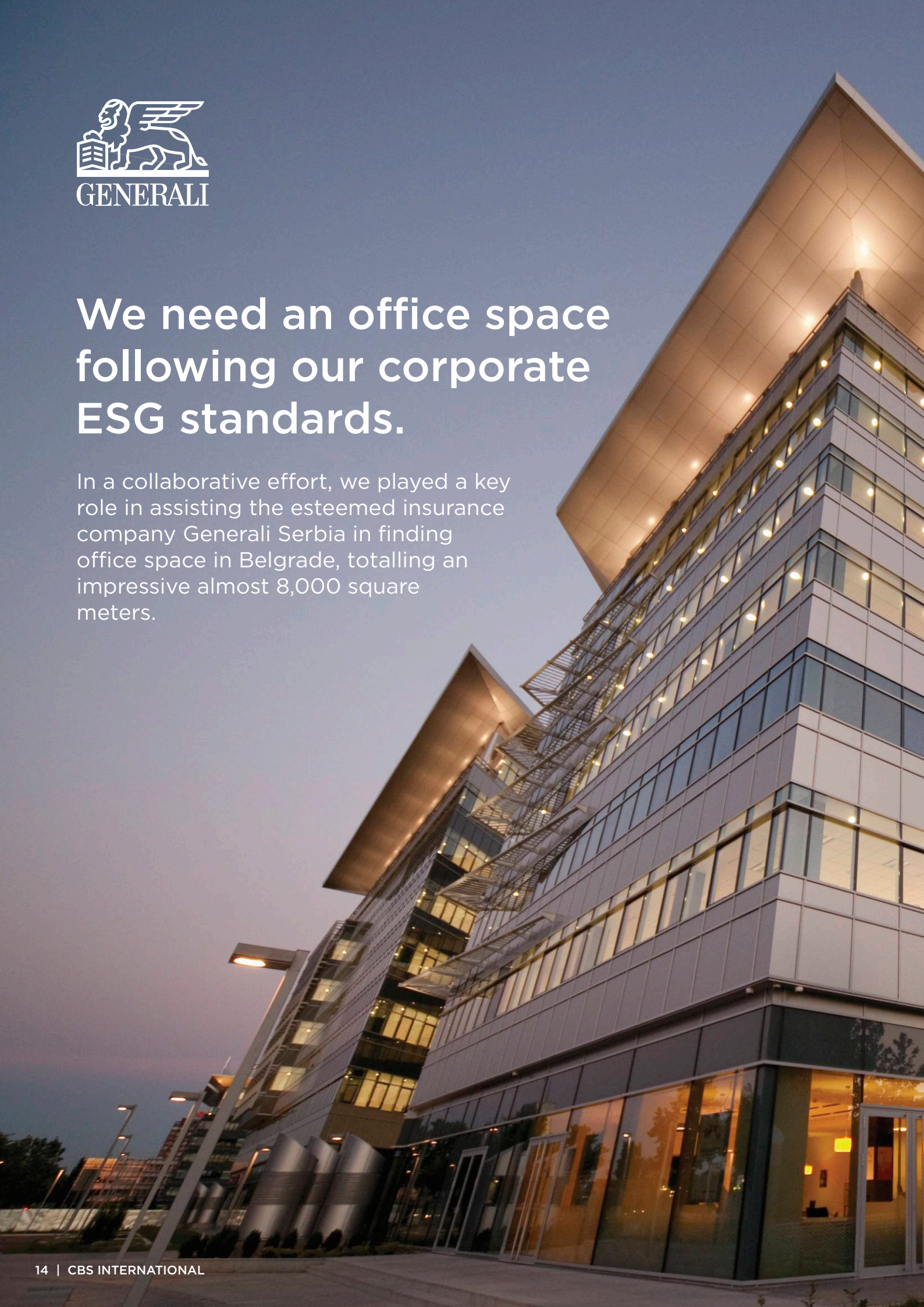
26 PANORAMA

Zepterra

MojAviv

SKY HILL JAHORINA





We need an office space following our corporate ESG standards.

In a collaborative effort, we played a key role in assisting the esteemed insurance company Generali Serbia in finding office space in Belgrade, totalling an impressive almost 8,000 square meters.



Generali, a globally renowned insurance giant, was seeking a strategic location for its operations in Belgrade. The challenge was to identify the property following the Generali Group's corporate ESG standards as sustainability is their long-term journey, therefore the premises needed to fulfil the requirements related to the usage of renewable energy and efficiency of the space. The chosen office complex Forum 26 met the requirements, providing a seamless blend of functionality, accessibility, sustainability and aesthetic appeal.



Bosch Serbia HQ

of 7,500 sq m in the biggest business park Airport City Belgrade

The office space interior was designed in line with the highest corporate standards and guidelines, in order to support a hybrid working model.
Our Brokerage team secured the office space, while our Design and Project Management team was involved from the moment of location selection, and has been actively engaged in the organization and improvement of the interior in the last several years, to adapt the premises to the future needs and growth of the company.

In less than 3 years, the number of employees in Bosch HQ has increased from 600 to almost 1,000, and the main indicator of the project's success is that the office space, which remained the same in size, can more than effectively support the constant growth of the number of employees and preserve the functional and comfortable working environment.


Bosch SoftTec





SKYLINE BELGRADE

Let`s change the Belgrade panorama.

Skyline Belgrade, a unique downtown mixed-use complex, rising in the centre of Belgrade, is spanning across more than 100,000 sq m in Kneza Milosa Street, and offers quality, security and exceptional benefits. The complex includes a central office tower of 31,000 sq m of GLA and two residential towers of 134 and 147 apartments respectively with a piazza complemented by a commercial annex, various services and recreational facilities. The construction works of the first residential tower were completed in late 2019, while the whole complex was finished in April 2024.

Throughout the planning and realization of this landmark project, CBS International provided the following services:

- Initial Development Advisory, Market Research and Valuation services
- Exclusive Sales and Leasing Representation Services for both residential and office space
- Building Management and Operations including full technical maintenance of all buildings' infrastructure and systems
- Cleaning of all common areas, garage, outdoor area (including snow removal), window cleaning
- Security/Reception
- Residential Property Management
- Integrated Facilities Management for the needs of separate tenants (including food, janitorial, reception, M/R, space management, office supplies, mail/shipping/receiving, waste, security and other services)

> What was most refreshing was that you work with a team that has truly remarkable market coverage and the ability to identify the right market opportunity that would source out optimal end-result. **CBS International Team** has shown high level of skillfulness, efficiency and professionalism.

Adir El Al, CEO
Airport City Belgrade





We made a fussion of Class A office with premium condominium, downtown Belgrade.

Central Garden is the first condominium in Belgrade downtown, totalling 100,000 sq m and comprising 500 apartments, office tower of 16,000 sq m, inner private park, numerous retail facilities on the ground floor, central reception, 24/7 security and professional maintenance.

Business Garden is the only modern Class A office building in the center of Belgrade and it is part of the most popular condominium **Central Garden**, while also being completely independent conceptually and functionally, owing to its modern and sophisticated architectural design. Its technical and technological standards correspond to the needs of IT companies, law offices, auditing companies, marketing agencies or call centers. Total gross area of the complex amounts to 16,000 sq m. with 15 floors, 220 underground parking spaces and 4 elevators. It has been certified with LEEDv4 Gold, a renowned energy efficiency certification and it is one and the only building with this certificate in Serbia.



I would like to share appreciation to **CBS Residential Sales Team** for all the support and amazing results achieved throughout 4 phases of 'Central Garden', as well as now already three phases of our second condominium 'The Duke's Gates'. Moving forward with new phases and new projects on the horizon, is proving that we have trust and confidence in CBS expertise and professionalism.

Gili Dekel
Direct Capital S

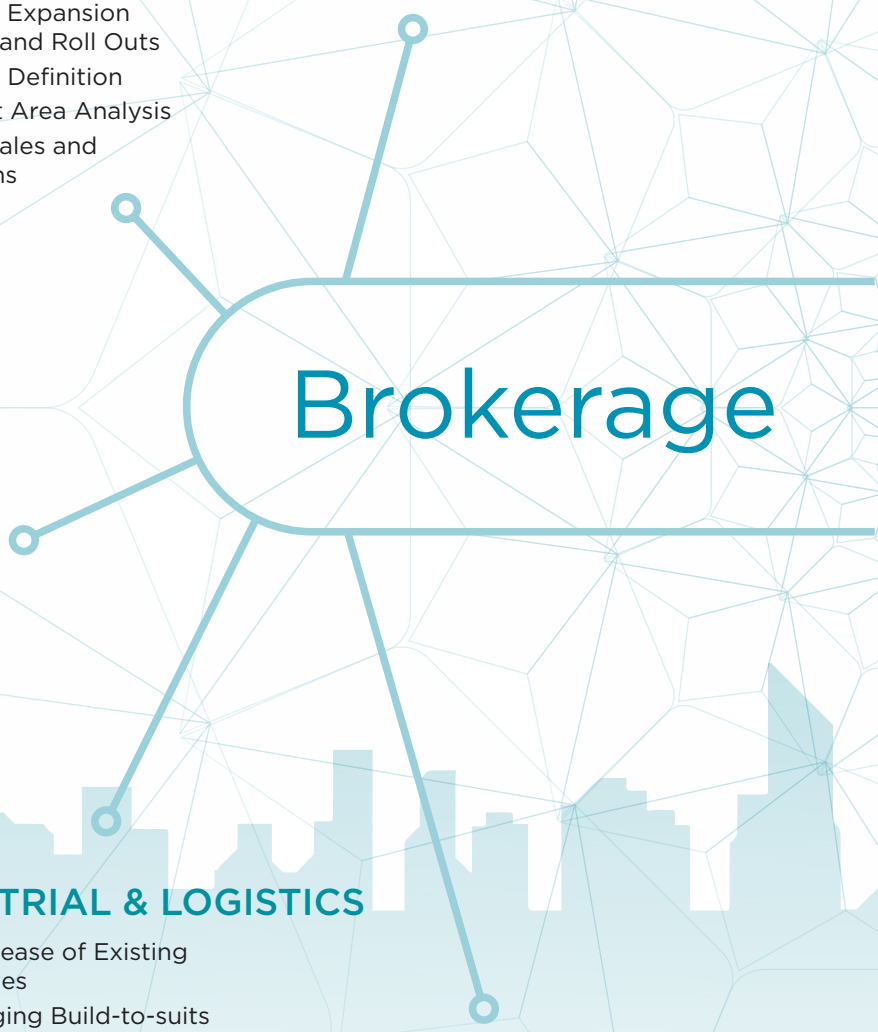
WHAT WE DO

OFFICE AGENCY

- Property Analysis
- Comparative Analysis
- New Lease Acquisitions
- New Lease Vs. Renewal
- Own Vs. Lease Analysis
- Renegotiation & Rent Renewals
- Site Selection
- Build-to-suit Transactions
- Property Sales and Acquisitions
- Global Corporate Services
- Landlord and Tenant Representation

RETAIL AGENCY

- Strategic Advisory
- Retail Lease Brokerage
- Multi-store Expansion Strategies and Roll Outs
- Tenant Mix Definition
- Catchment Area Analysis
- Property Sales and Acquisitions



RESIDENTIAL SALES & LEASING

- Full support throughout the leasing or sales process
- New home sales
- Tenant and Landlord Representation
- Consultancy on project structure, finishing works, optimum size of units and additional amenities
- Profilization of target groups and sales channels

INDUSTRIAL & LOGISTICS

- Sale/Lease of Existing Facilities
- Arranging Build-to-suits for Industrial Facilities
- Lease Audit Capabilities

LAND AGENCY

- Handling Land Acquisitions / Dispositions
- Providing Site Selection Options

Consultancy

CAPITAL MARKETS

- Advisory services to all type of investors with focus on assets of 5 million and larger
- Finding a right investment opportunity, ensuring our clients sell well and invest wisely
- Investment strategies to landlords including individual assets and portfolios

MARKET RESEARCH

- General Economic Data and Trends
- Specific Property Type Data and Trends, including Sales, Rents and Yields
- Demographic Studies
- Market Analysis on Office, Retail, Residential, Industrial & Logistics and Hotel Market

VALUATION & ADVISORY

- Valuations of all types of properties: office buildings, shopping centers, hotels, industrial and logistics, development land and alternative investments
- Feasibility Studies and Highest and Best-Use Studies
- Lease Versus Purchase Analysis
- Appraisal Reviews
- Best Exit Strategy
- DCF Analysis
- Insurance Valuation

PROJECT MANAGEMENT

- Workplace Consultancy
- Commercial Fit Out and Refurbishment
- Technical Due Diligence
- Cost Analysis – Tenant Improvement Project
- Budget and Schedule Development
- Occupancy Planning
- Project Monitoring
- Move Management
- Construction Management Over Site
- Building Assessment

PROPERTY MANAGEMENT FACILITIES MANAGEMENT

- Technical Maintenance
- Hygiene Maintenance and Cleaning
- Physical Security and Security Systems
- Vending Services and Water Dispensers
- Office Management
- Management of Premises
- Administrative and Commercial Services

MARKETING

- Marketing Strategy Objectives
- Design, Copyright & Production
- Media Plan Definition
- Advertising and PR Campaign Management
- Event Management

challenge us.

CUSHMAN & WAKEFIELD | CBS INTERNATIONAL

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