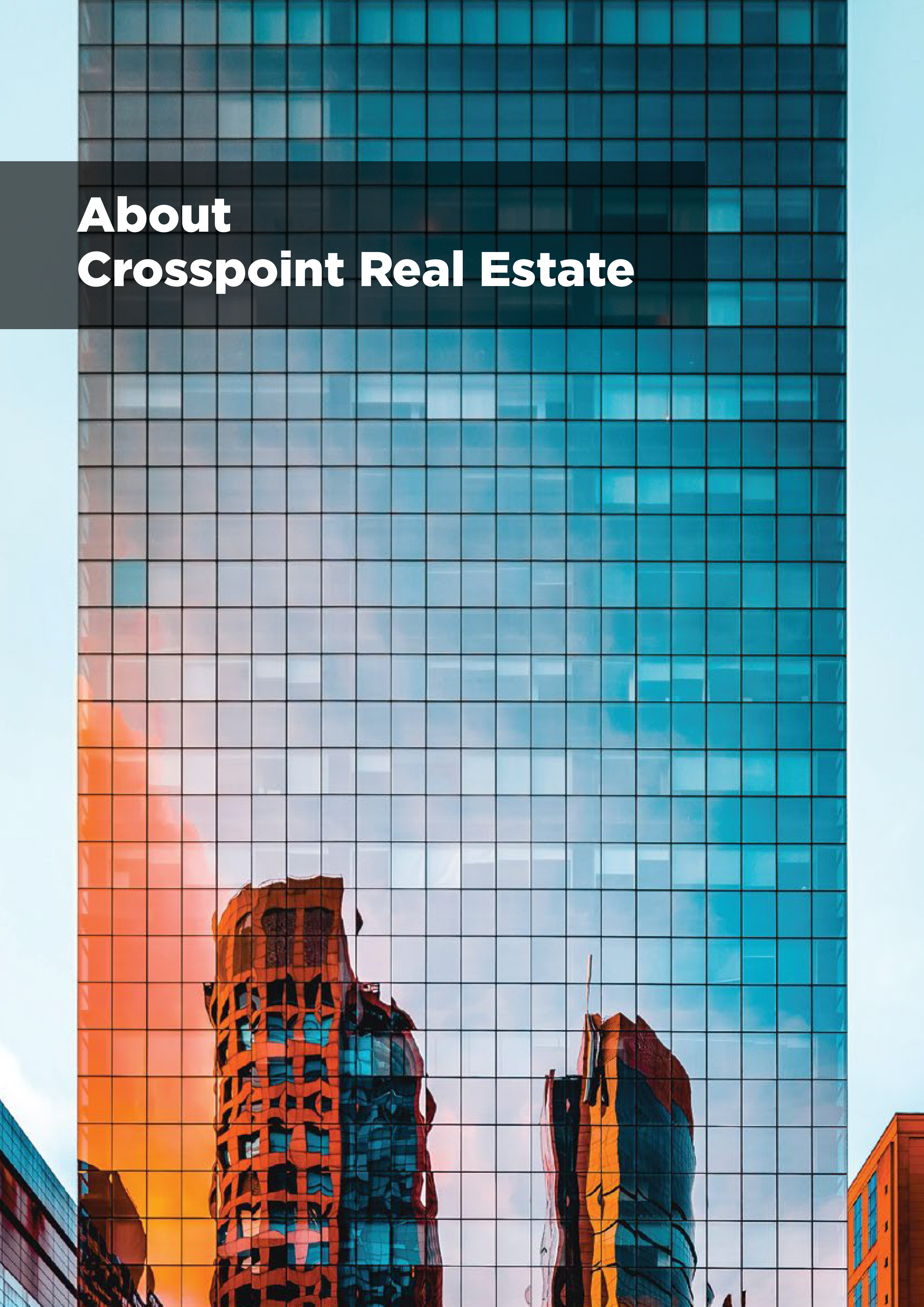
Tenant Representation Romania

crosspoint
real estate

savills

An International
Associate of Savills

About Crosspoint Real Estate



About Crosspoint Real Estate

Founded in 2005, Crosspoint Real Estate offers both real estate trading and consulting services, as well as financial solutions needed by large investors, for all types of properties: offices, retail, industrial, land, hotels and residential.

Crosspoint Real Estate is the international associate of Savills in Romania, one of the largest real estate companies worldwide, founded in 1855 - with revenues of over GBP 2.55 billion generated in 2025.

Our organizational culture and values have developed these last years and are unique by their family type orientation that everybody appreciates, because here – at Crosspoint Real Estate - we believe that when the team is doing well, the results will follow.

Crosspoint Real Estate is one of the top 3 real estate consultancy services companies with 100% Romanian capital, positioned at the forefront of the evolution of this sector, providing specialist insight and advisory, continuously pushing the limits through their achievements, ranking on the business market map as a high-performance player.

Our Expertise

- **Capital Markets**
- **Tenant Representation**
- **Property Management**
- **Office Agency**
- **Residential**
- **Workspace Consultancy**
- **Valuation & Research**
- **Industrial & Logistics**
- **Investment**
- **Land**

Over the past two decades, we've built a reputation as trusted advisors on some of the most significant real estate transactions. Our commitment to our clients' success has always been unwavering, and each project has helped shape more dynamic and sustainable environments. As we continue to grow, our focus remains on expanding our impact, raising the standard for real estate, and consistently delivering beyond expectations.

Valentin Neagu
Managing Director, Crosspoint Real Estate

Romanian Property Awards
Romania 2021 - 2024

CIJ Award Romania
'Best Local Commercial Real Estate Agency'

About Savills

Established in 1855, Savills is listed on the London Stock Exchange has more than 700 owned, affiliate and and associate offices around the world. Through organic growth and targeted acquisitions, we have built a strong global network of market leading professionals and offices. Throughout our worldwide operation, we pride ourselves on exceptional customer service.

We provide a full range of integrated real estate services, consistently delivering successful multidisciplinary assignments on a worldwide basis. We implement specialist, collaborative real estate services specifically designed to achieve great outcomes for our clients.

Global presence

Tenant Representation in Europe & Middle East

Established in 1855 we now have more than 700 owned, affiliate and associate offices across the world, providing collaborative and specialist real estate services to achieve great outcomes for our clients.

Through organic growth and acquisitions, we have a strong network of professionals, o!ces and regions and throughout our worldwide operation we pride ourselves on exceptional customer service.

We provide a full range of integrated real estate services consistently and successfully delivering multidisciplinary assignments on a worldwide basis.

Belgium
Brussels

Czech Republic
Prague

Denmark
Copenhagen

Finland
Helsinki

France
Paris
Lyon

Germany
Berlin
Cologne
Dusseldorf
Frankfurt
Hamburg
Munich
Stuttgart

Greece
Athens

Hungary
Budapest

Ireland
Cork
Dublin

Italy
Milan

Luxembourg
Luxembourg

Netherlands
Amsterdam
Utrecht

Norway
Oslo
Stavanger
Drammen

Poland
Krakow
Poznan
Warsaw
Wroclaw

Portugal
Lisbon
Porto

Romania
Bucharest

Spain
Barcelona (2)
Madrid
Malaga

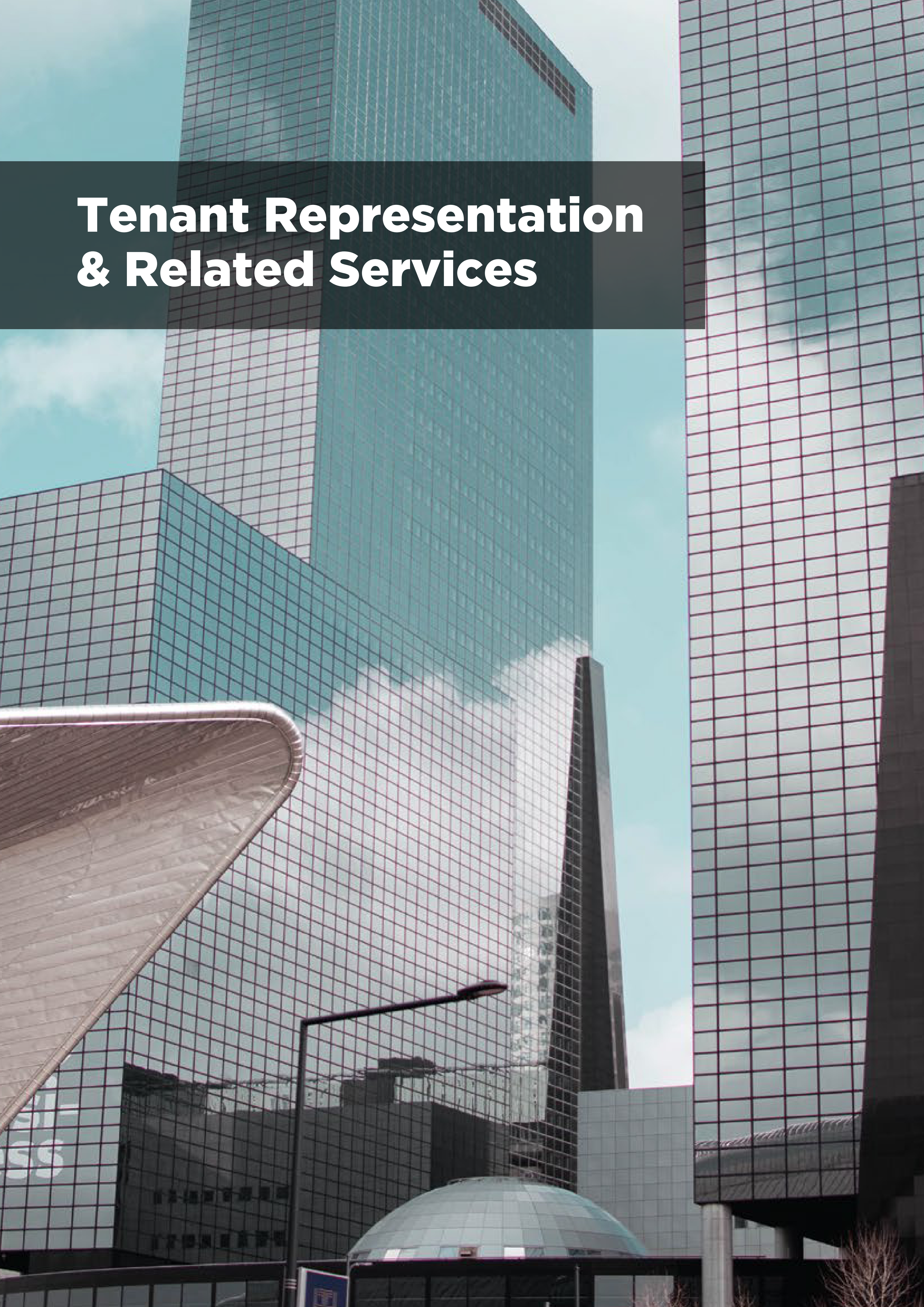
Sweden
Gothenburg
Stockholm

Switzerland
Geneva
Zurich

UK
London (2)
Regions (24)

Savills Coverage
Savills Partner Coverage

Tenant Representation & Related Services



Tenant Representation Services

With a solid experience on the market, our team represents tenants through the entire real estate process, providing strategic office market advisory, customized research, options analysis, costs optimization through workspace consultancy, full coordination of the real estate process, be it pre-lease, contract renegotiation, lease extension, relocation or built–to–suit solutions.

Our team evaluates market conditions (rental rates, levels of occupancy of an area, tenant relocations, proposed development and other real estate trends) and develops a leasing strategy and program specific. We position ourselves as your strategic advisor, minimizing the real estate costs of your property and occupancy risks while maximizing productivity and workplace flexibility.

We'll analyse your business drivers and occupancy needs, identify and evaluate appropriate options, and manage lease negotiations.

Service Range

- **Financial forecasting**
- **Space planning**
- **Site viewings & proposals**
- **Negotiations**
- **Project management**
- **Strategy development**
- **Workspace consultancy**
- **Research**

Workplace Consultancy

The professional service industry has grown and diversified with the growth of information volume in every field, and with it management and consulting services have unleashed a new spectrum of specializations such as marketing management, data migration, change management and workplace management with the purpose of improving the functioning of organizations.

Workplace Management is a field of consultancy that focuses on workplace, design and work experience, with the goal of increasing space productivity by introducing new concepts, taking into account the interactivity at work and its purpose.

Service Range

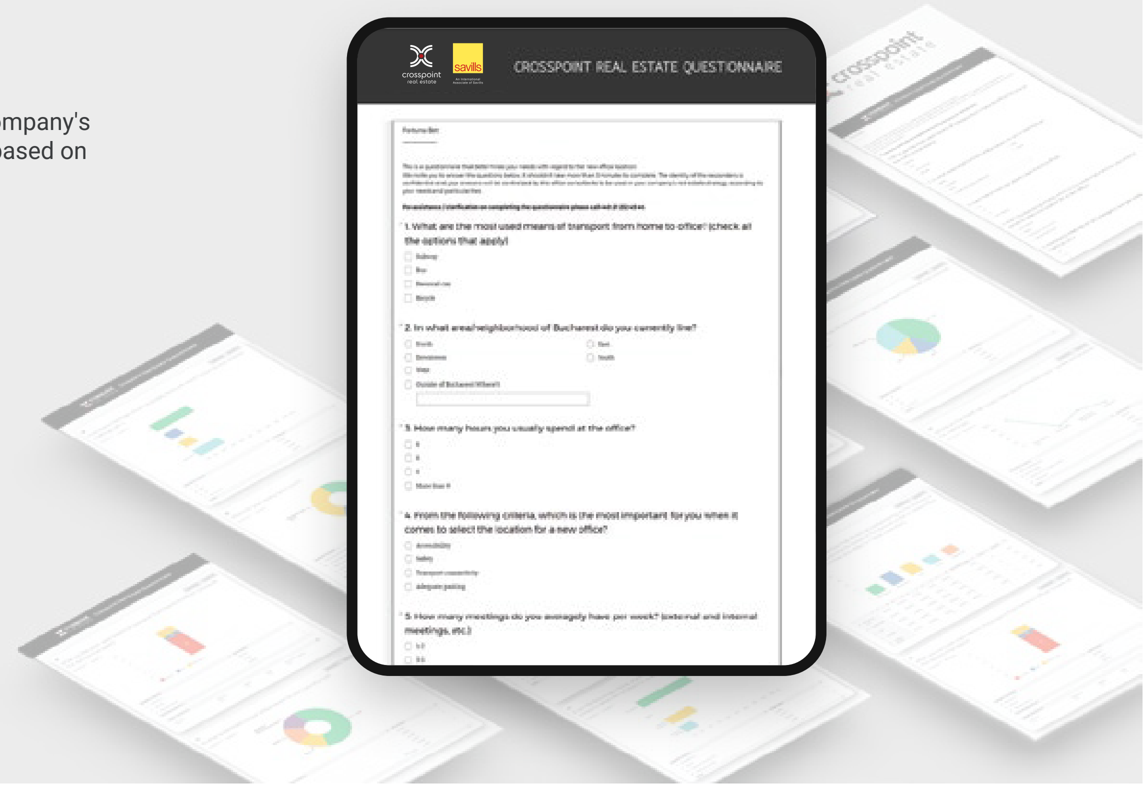
- **Analysis of the leased space**
- **Analysis of the tenant's specific and branding requirements related to working spaces, conference rooms, relaxation rooms, talking booth etc.**
- **3 fit-out simulations using specific architecture programs**
- **Agreeing the final shape of the layout**
- **Bidding for interior design with minimum 3 offers**

Why Workplace Consultancy?

- Increase the efficiency of the workspace by removing wasteful times from doing business
- Accommodating future growth and expansions while saving costs
- Reduced operating expenditure
- Improved sustainability measures
- Attracting new talent and improve engagement, morale and performance
- Improved employee wellbeing in a workplace that supports each team
- A workplace reflective of culture and brand
- Enhancing the flexibility of the workspace through innovative design that supports future growth
- Strengthening your brand image, business' core values and culture

Staff Survey

Our useful tool for analysing the company's need in terms of office relocation based on employees' preferences.



Why Tenant Representation with Crosspoint Real Estate?

FRESH & INTEGRATED APPROACH

The Crosspoint Real Estate Tenant Representation team is working closely with the Research, Valuation, Project Management and Workplace Consultancy departments, as well as with our colleagues in the worldwide Savills network, to fully understand your requirement and prepare the leasing strategy.

FLEXIBILITY AND ACTION

Crosspoint Real Estate is an entrepreneurial profile agency, having over 20 years of experience on the market, with a higher flexibility, fast decision management and action.

COSTS

Minimize all operational costs and capital expenditures on your side.

SENIOR STAFF

Experienced professionals with over 15 years combined agency practice.

MARKET KNOWLEDGE

Be always connected with the latest market trends, transactions, prices, most active tenants and developments.

RISKS

Decrease all risks whether it's legal or technical.

LEVEL OF ENGAGEMENT

We are eager to prove our best in the provision of complete Tenant Representation and related solutions.

Our Strategic Vision on the Leasing Process

Our Approach

Why to start the 'stay vs go' analysis?

01 Strategy

Requirement profile

- Hold a kick-off meeting to establish communication protocols and define the scope of services
- Confirm the preferred strategy and agree on the project timeline
- Review existing office space information as required
- Conduct a review of market standards, upcoming projects, trends and map available properties
- Provide consultancy and create a workplace strategy

02 Market Survey

Longlist

- Develop a list of potential options for renewal and relocation
- Share all opportunities, including off-market properties
- Review market development opportunities
- Alternative: Longlist options presentation
- Develop an action plan
- Analyse options based on financial and soft considerations

03 Analysis & Shortlisting

Shortlist

- Conduct site viewings
- Identify the most suitable options
- Create a final shortlist
- Collaborate to develop a Request for Proposal (RFP)
- Compare RFP information and clarify as needed
- Issue RFP to shortlisted landlords/developers

04 Negotiation

Lease contract

- Request financial proposals
- Compare the final options
- Begin negotiations with the shortlisted landlords/developers
- Negotiate all soft commercial terms
- Review the final terms of the agreement and make recommendations
- Support signing process of the new lease contract

Market Practice

Despite the new trends, the local real estate market still functions following some generally accepted practices, that we present below, in order to provide the Client a better understanding of the industry's specific.

- **Lease structure**

  Triple-net (tenant incurs all expenses related to the property, including property taxes, building insurance and common area maintenance).

- **Leased areas**

  Gross Leasable Area (GLA) as measured by BOMA standards.

- **Rent payable**

  Base rent (price/GLA). EUR denominated rent with payment in RON at NBR exchange rate. Annual indexation at EU HCPI.

- **Service Charges**

  Open Book System with annual reconciliation.

- **Utilities**

  For leased area – separately metered and payable by the tenant. For common areas – included in the Service Charge.

- **Incentives**

  Rent-free period (depends on leased area and lease length). Fit-out & cash contribution

- **Lease length**

  3-5 years (3 year leases usually accepted for assets not limited by bank financing); 7+ year leases for larger tenants

- **Break option**

  Mostly applicable in Y3/Y5 and followed by contractual penalty;. If not acceptable, area contraction options (up to 20-25% of the premises) might be agreed

- **Expansion**

  Most common approaches include Right of First Refusal (non binding) and fixed expansion option to take additional space in certain time

- **Lease guarantee**

  Bank guarantee or cash deposit equivalent of 3 months' gross rent (21% VAT to be added)

- **Insurance**

  Landlord covers costs of building insurance (recovered through service charge), tenant covers insurance of own premises, belongings and civil liability

- **Break option**

  Mostly applicable in Y3/Y5 and followed by contractual penalty;. If not acceptable, area contraction options (up to 20-25% of the premises) might be agreed

- **Base build delivery**

  Most landlords ready to execute tenant's fit-out works and to (partially) finance the works

- **Sqm / Work Station**

  Typically we calculate 10 Sqm gross per work station (that includes the common areas of the office); employers seeking an above-average comfort and social distancing in the office provide even 15-20 Sqm/work station

- **Typical floor plate**

  From 1,100 Sqm to 3,000 Sqm in new buildings

- **Phased occupancy**

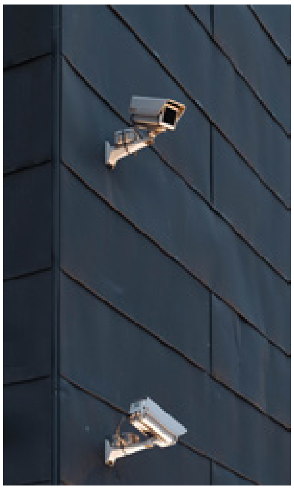
  Phased occupancy is a common practice, especially in regards to the new SSC centres

Standard Delivery – Class A Office

Extra Costs

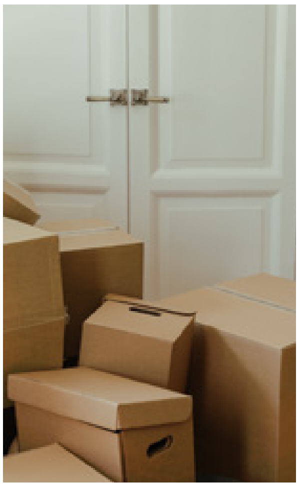
Average security costs

35-50 €/sqm



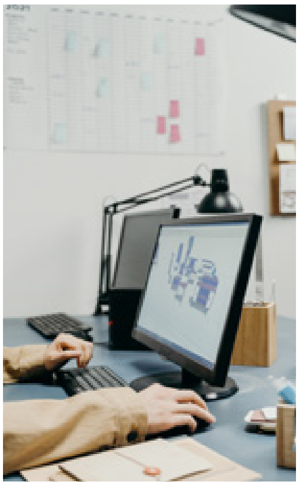
Average relocation costs

5-8 €/sqm



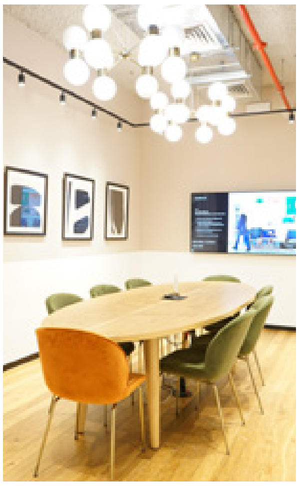
Average technology costs

130-190 €/sqm



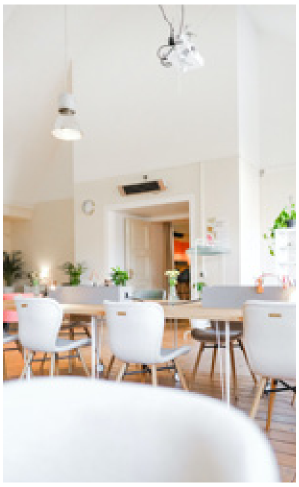
Average furniture costs

170-340/€ sqm



Average fit-out costs

400-805/€ sqm



Dedicated Team

Madalina Marinescu

Head of Office Agency

Tenant Representation, Romanian Market Strategic Negotiation & Office leasing . With over a decade of experience in the real estate industry, I have developed a comprehensive understanding of the office market, from leasing and sales to market analysis and team leadership. Over the years, I have successfully managed and expanded office portfolios, built strong client relationships, and delivered tailored real estate solutions to meet the evolving needs of businesses.

As Head of Office, I led teams in strategic decision-making, negotiating high-value contracts, and overseeing day-to-day operations. My leadership fostered a collaborative and results-driven environment, ensuring that all business goals were met and exceeded. My deep industry knowledge, coupled with my strategic approach to market trends, has allowed me to drive the growth and profitability of the office division.

Major clients
Honeywell, CGI, Adidas, Harman, Crowdstrike, P4cards, Acronis, McKinsey, Stryker, BAT, GMV, Randstad, Worldline, Eeze, MOL Romania.

Ionela Ungureanu

Senior Consultant

With over 10 years of experience in global sales and commercial real estate, Ionela specializes in office leasing, relocations, lease optimization, and acquisitions for corporate occupiers.

She has successfully managed office relocation projects, negotiated advantageous lease agreements, and delivered strategic market insights to support informed real estate decisions. Combining strong commercial expertise with a deep understanding of market dynamics and a client-focused approach, Ionela helps companies identify and secure tailored workplace solutions that align with their operational needs and long-term business objectives.

Major clients
Concelex, Cyber Level Ins, Metso Romania, TCE Cargo Direct, Discovery Life Sciences, Karel Europe, Kuzey Boru As, Lande Platform Rum

Track Record

BUCHAREST

ROHDE&SCHWARZ	Rhode & Schwarz Topex	RL
Manpower	Manpower	RL
Medtronic	Medtronic	RL
SYNERGY	Synergy Construct	NL
Hanwha	Hanwha	NL
braze	Braze	NL
Honeywell	Honeywell	RN
BAT	BAT	RN
HARMAN	Harman	RN
gmv	GMV	RN
stryker	Stryker	RL
MOL	MOL	RL
WORLDLINE	Worldline Business Services Romania	NL
eeze	Eeze	NL

REGIONAL

Timisoara

Huf	HUF Romania	RL
cognizant	Cognizant	OG

Cluj-Napoca

Grab	Grab	NL
Broadridge	Broadridge	RN

Brasov

SYKES	SYKES	EX

RL	Relocation	NL	New Lease
EX	Expansion	OG	On Going
RN	Renewal		

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