Sunset Villas close to Sunny Beach
In these mundane and routine days, when all your time seems to be taken up with meetings, travelling, and continuously clashing with different cultures and ideas, each one of us dreams about having their own, special place to call home. It doesn’t matter which part of the world it’s in, the most important thing is that your loved ones are there, waiting for you.

Buying a property is one of the most important decisions that anyone has to make. Buying a house is not simply about investing in one successful deal, it is much more; it is about investing in our home. We invest in comfort, warmth, harmony, convenience and security for us and our family. We invest in our happiness and that of our children, giving them the security to live a carefree childhood. We can enjoy them growing up, whilst relaxing in our own home at the end of a long day. We see a piece of ourselves in each of our clients and we’ll do everything possible to help find your property and transforming it together into your dream home.

We know how important buying a home is and we ensure:
A good deal, combining the highest quality at the best price. Full protection of your interests and maximum financial security. Honesty and diligence. Professional consultation throughout the purchase, and afterwards!

Mihail Chobanov
CEO
Have you decided to buy or rent a property in Bulgaria? BULGARIAN PROPERTIES makes this easy and affordable, with full protection of your interests!

We have been working for our foreign clients for 8 years now. We look after their interests in Bulgaria. We do everything to make them happy. Because that is our job… Because we – BULGARIAN PROPERTIES – are the biggest and most respected Bulgarian real estate agency that exclusively specializes in working with foreign buyers.

With our help thousands of buyers from around the world have found the best properties for their needs, have invested wisely and have become proud owners of second homes in our beautiful country. There is something for everyone in Bulgaria and we are here to help you find it!

In your property search we know you will need the following very simple and important things (all provided by us):

- A wide choice of properties throughout Bulgaria.
- The best prices and discounts. We never stop searching for them for you!
- Honesty, respect and attention, because you deserve it!
- Reliability and protection of your rights and interests. We work for you!
- A full range of services when buying, furnishing or managing your property.

BULGARIAN PROPERTIES is a leading company with long experience in the field of sale, construction, repair works and management of properties in Bulgaria. Our team of professionals will readily answer all your queries regarding buying real estate in Bulgaria and will give you objective advice in accordance with your requirements. We have a well developed network of more than 20 offices and representatives in the cities around the country and in many resorts. We also have representatives abroad where our clients will find the full range of properties we offer in Bulgaria.

Since our founding in 2003, we have been working hard in two directions – to offer a wide choice of quality property offers and to provide all services related to the buying and selling of real estate. What makes us stand out is the combination of long experience and detailed knowledge of the Bulgarian real estate market, blended with excellent customer services. Our structure and high standards are based on best practices throughout the world in the sphere of real estate. Our experience, the in-depth knowledge of the market, great choice of offers and the innovative approach are the reason for the success of our company.

We own and manage the leading website for real estate in Bulgaria www.BulgarianProperties.com which is one of the most visited in Bulgaria, with over 1 million unique visits per year and over 42,000 properties for sale and rent. The information on the site is updated on a daily basis so that you are always informed. Our database is accessible and structured intuitively, in order to provide easy navigation of our site.

Our offers for sale and rent are submitted by our offices around the country. We offer legal, market, financial and general information which will help you understand the trends and the legal procedures and will help you to get to know the Bulgarian real estate market.

BULGARIAN PROPERTIES is part of a Bulgarian corporate group which includes a few companies
working in the field of real estate – building development, property management, project management, credit advice, architecture, interior design, furnishing, investments. Our company structure is designed to provide our clients (buyers and sellers of real estate) with an “all under one roof” service. The fact that we own and manage all these companies allows us to guarantee our clients the best service possible.

Trust us! We’ll do our job professionally!

WATCH OUR COMPANY FILM ON THIS LINK:
www.BulgarianProperties.com/film
You probably know how important it is to choose the right partner when buying or renting a property in Bulgaria. But from the thousands of agencies how to choose the best one for you? The answer is simple – don’t believe all the amazing promises you hear! Trust the experience of the renowned professionals. Let the figures and the facts speak for us: BULGARIAN PROPERTIES has been working for foreign and Bulgarian property buyers in Bulgaria for over 8 years now.

- We are a 100% independent Bulgarian company of consultants based in all regions of Bulgaria.
- We have more than 15 offices in Bulgaria and abroad (one of the biggest agencies in Bulgaria).
- We have over 40,000 property offers in Bulgaria (the biggest property database compared to the other agencies).
- We know the market perfectly! As a Bulgarian company, we can closely follow the property market and the trends. That’s why from us, you can get accurate information and an objective opinion, regardless of whether you are buying or selling a property.
- Since our creation in 2003 up to now we have sold over 11,000 properties in all parts of Bulgaria, including in the seaside and ski resorts.
- We have a database with over 55,000 present and potential clients.
- We have developed our own network of offices working on the franchise principle, as well as a few subsidiary companies working in the field of furnishing, property management, repair works, legal services, accounting services and tourist services. They help us provide a complete service to our clients of the highest quality. View all our services.
- We have 2 own brands through which we develop our real estate business – BULGARIAN PROPERTIES and LUXIMOTI (the brand, specializing in the deluxe section of the property market).
- Foreign and Bulgarian media constantly quote our information and market analyses. They also regularly quote our company directors in their articles.
- We work closely with the leading Bulgarian developers and offer only newly-built properties constructed by renowned companies.
- The best bargain properties at the lowest prices. We know how important it is for you to invest wisely. We see to it that our clients get the best value for their money!
- We offer a one-stop service and quality servicing from A-Z.
- We protect our clients’ interests and look after their investment before and after the sale.
- Special Client. Once you buy a property with BULGARIAN PROPERTIES you will receive a Special Client Certificate which will give you a number of advantages and discounts for all your next purchases, sales or rents with our company.
- BULGARIAN PROPERTIES Club. After the second purchase or sale of a property with us you will also become a member of our Club. Your membership will give you access to special offer, as well as to a number of discounts which you can use for services provided by our network of partners.

- We work professionally, we invest in our business and we have long-term plans in the real estate sector. We are developing our business in accordance with the best global practices in the real estate sector.

And, last but not least – we are not the typical brokers, but well educated real estate consultants with knowledge in various fields related to the Bulgarian property market.
We at BULGARIAN PROPERTIES have a mission. Being one of the leaders on the Bulgarian real estate market we must be worthy of our name and what we stand for.

For us satisfaction is not the successful outcome of our business but content clients. That is why everything we do in our work has one main goal – to make happy and smiling clients.

Our principles are simple:

• Big choice of offers.
• Bargain prices.
• Complete quality servicing.

**Our mission is our clients’ success.**

How we achieve that? This is how:

• We provide possibilities and choices through our tens of thousands of lucrative offers in all regions and resorts around Bulgaria. For the choice to be right there must be a lot to choose from. If you can’t find what you are looking for – just tell us and we will find it for you!

• We look for quality properties. Good location, quality construction, good maintenance – we always look for that in every new property or development we offer for sale or rent.

• We work to offer the lowest prices and the best conditions to our clients. Because every investment must be wise.

• We protect our clients’ interests offering a one-stop service. Purchasing a property requires guarantees not only before the deal but after that as well!

• We regulate the property market and set sound work principles. We influence the market and we regulate the proper relations, information flow and benefits for all parties in a deal.

• Buying or selling? We will represent you and do everything necessary to get the best deal through effective marketing and serious negotiations.

• We take care of and respect our clients. We strive to make the buying process easy, pleasant and with minimum stress.

• From the first enquiry that you send, we start building your trust in us. It’s obligatory to have trust in your partner when investing in a property.
BULGARIAN PROPERTIES is much more than a real estate agency. We are a group of companies working in the property sector providing all necessary services to buyers and sellers of real estate.

The vast experience we accumulated since our founding in 2003 made us realize that we can give guarantees to our clients only if we ourselves provide all the services. That is why we set up a group of our own companies each of which is specialized in a separate field to provide the best services to our clients. We developed each of the companies with great effort, diligence and patience. We hired excellent specialists and motivated our employees to give all they can in their work to attract loyal clients. Here is the result of our work:

BULGARIAN PROPERTIES – the biggest real estate agency specializing in servicing foreign buyers in Bulgaria. We specialize in providing complex services in the sphere of real estate and sales of high-value assets. We have a leading position on the Bulgarian market, working with local buyers as well as foreign buyers from all over the world. We have been successfully consulting our clients since 2002. With our help thousands of buyers have obtained their properties in Bulgaria. Our data base counts more than 160 000 clients who have used our services or have turned to us for advice and information.

LUXIMOTI – subsidiary company and agency specialized in luxury properties in the “de luxe” segment of the market. Additional information: www.LUXIMOTI.com

BusinessForSale.BG – subsidiary company dealing in consultancy services related to mergers and acquisitions of Bulgarian businesses and companies. We created the brand in 2009 and it is already gaining speed. More information: www.BusinessForSale.BG

PROPERTY MANAGEMENT BG – company specialized in property management services, maintenance of buildings and developments, renting out of properties and generating rental returns for the owner. This is one of the first companies dealing in that field. It started working in 2004 and operates with the brand ApartmentsBulgaria.
The company has been managing successfully over 2,000 property units in 20 different developments in Bulgaria’s seaside and ski resorts. This is one of the few Bulgarian companies that can boast fully working and managed complexes, high rate of fee collection for common area maintenance and big turnover from accommodating tourists in the apartments and villas managed by us. The company has a tour operator license and has agreements with over 300 leading tourist agents in Bulgaria and abroad. For additional information: [www.PropertyManagement.bg](http://www.PropertyManagement.bg) and [www.ApartmentsBulgaria.com](http://www.ApartmentsBulgaria.com)

FURNISH.BG – furnishing and interior design company. The company was founded in 2005 and up to now it has furnished over 1,500 residential properties bought by BULGARIAN PROPERTIES clients. At present the company has an online shop, offices in Sofia and Varna, an interior design department, contract furniture for restaurants, hotels, offices and its own brand Home Design which is specialized in offering full furnishing and individual solutions to its clients. Additional information: [www.FURNISH.bg/en/](http://www.FURNISH.bg/en/)

Anabella Projects – a subsidiary dealing in management of building projects, repair works of buildings and properties, refurbishing, interior projects and finishing works. The company has consulted and supervised over 20 building projects of holiday and residential developments in Bulgaria, marketed through BULGARIAN PROPERTIES.

Chobanov & Stoyanov – our own development company through which we have successfully invested in and built 20 holiday complexes in seaside and mountain resorts in Bulgaria, with a total built-up area of 100,000 sq.m. All the projects of our company are fully finished and all deadlines were observed. All apartments and villas were sold off-plan, at the initial stage of construction.
Miltonia – accountancy company, part of the BULGARIAN PROPERTIES group. It is specialized in making high-quality financial and accountancy services for companies and private individuals. Almost all clients who bought a property with BULGARIAN PROPERTIES use the services of the company.

Bulgaria Insurance – a subsidiary company of BULGARIAN PROPERTIES dealing in all types of insurance services including property insurance, pensions, life insurance and all other insurance products on the Bulgarian market. For a third year in a row we’ve been awarded the certificate for the most successful property insurance broker by Allianz-Bulgaria. Almost all clients who bought their property with BULGARIAN PROPERTIES or using the services of the company PROPERTY MANAGEMENT BG also use our insurance services.

Silky Holidays – a travel agency, part of our corporate structure. The company offers a full range of tourist services in Bulgaria, including hotel bookings in over 3,000 hotels around Bulgaria, package deals, plane tickets, transport services and transfers, ocean and sea cruises. Silky Holidays is the number one company in internet reservations in Bulgaria. Since 1998 it has been working with some of the most famous Bulgarian tourist sites and reservation systems. Most clients of BULGARIAN PROPERTIES use the services of Silky Holidays when organizing their property viewing trips to Bulgaria.

For more information: www.VisitBulgaria.net

In order to assist the business of the companies in our group we also founded a few other companies like EBPW (software services and programming), Hotdrink Communications (marketing, advertisement and company communications), Bononia (internet marketing and SEO). The companies also work with clients outside our holding.
BULGARIAN PROPERTIES also performs development activities around Bulgaria.

Presently, we have built and provided permission for inhabitation the following residential buildings and complexes:
BULGARIAN PROPERTIES is committed to building and maintaining business relationships with partners and associates by providing them with the best opportunities within the real estate industry in Bulgaria.

With over 20 independently owned and operated real estate offices throughout Bulgaria and abroad, and more than 40,000 properties on our books and a full range of property services, BULGARIAN PROPERTIES is the leading real estate agent in Bulgaria providing services to foreign property buyers. Partnership with BULGARIAN PROPERTIES is an excellent opportunity for real estate agents and brokers who wish to include Bulgaria in their portfolios.

Working with us, you can be reassured that we will be acting with full protection of your interests and the interests of your clients.

We will also provide you with:

- A huge variety of high-quality properties for sale throughout Bulgaria. We can even find a suitable property exactly matching the needs of your client.
- The best prices and discounts – our main goal is to find and offer the best properties at the most competitive prices in Bulgaria.
- Honesty, respect and attention to you and your clients.
- Reliability and protection for you and your clients’ interests.
- A full range of services when buying, furnishing or managing your clients’ properties
- A complete service pack for your clients in Bulgaria – starting from arranging of the trips to Bulgaria and property viewings to completion of the purchases, as well as the entire range of after sale services your clients may need. We are always here for our clients!
- The best partnership conditions for property sales in Bulgaria.
- A respected and loyal partner in Bulgaria, providing professional services of the highest standard in the real estate industry.

With us you will also receive:

- Access to our know-how on selling properties in Bulgaria to clients from all over the world.
- The opportunity to publish our property listings on your internet page as well as designs of various promotional banners and other advertising materials.
- An online system for registering of your clients and following your sales and commissions in real time.

Our competitive advantages and the strongest features are:

- An exclusive knowledge and experience in selling properties in Bulgaria – we have completed more than 12,000 deals over the past years, 9,000 of which are with foreign clients. We have created the property market for foreign buyers in Bulgaria and thus, we are the experts in this market segment.
- A national coverage with offices in all major cities and resorts in Bulgaria.
• The richest data base with properties for sale in Bulgaria – more than 80,000 online and off-line property listings, which include all types of properties – apartments, apartment complexes, plots of land, houses, offices and commercial properties and many others.

• We have an excellent corporate reputation among our clients, other real estate companies, developers, our partners and various national and foreign media.

• Professional selling skills of our brokers and estate agents.

• Together with the other companies in our holding we have created a complete range of services for our clients. Our company can literally provide any service related to the property purchase and its maintenance and usage.

• Every client of ours is serviced in their native language or in one of the international business languages.

It will be a great pleasure for us to work together!

We would welcome you in Bulgaria where you will be able to get to know our company and our team better. Coming here for a visit, we will also show you various properties we have in our books all over the country, so that we can best help you start or grow your business in Bulgaria.
The end of 2010 was also the end of the first decade of the existence of a real property sector in Bulgaria. It was a dynamic decade during which we witnessed a property boom followed by a significant fall in prices and number of deals. The good news is that 2010 brought stabilization to the sector and the Bulgarian real estate market is entering a phase of stabilization and maturity in the new decade.

2010 – stabilization of the prices and an increase in the number of realized deals.

2011 – continuing stabilization of prices, more convincing increase in the number of deals and a small increase in property prices in the last quarter of the year.

This is how the main trends for the past year and our expectations for this year can be described.

According to BULGARIAN PROPERTIES data based on actual concluded deals in 2010 the decrease in property prices slowed down and it was 8.3% on average in 2010 compared to 2009. In comparison, the average price decrease in 2009 our company registered was 36%.

2010 in numbers*:

- 8.3% decrease in average property prices in the country compared to 2009.
- 10% increase in the number of realized property sales around the country compared to 2009.
- 7.8% decrease of average prices per sq.m. of sold Sofia apartments, a 2% increase of the average asking prices and a 5% annual increase of the number of concluded deals in Sofia.
- Stable property prices in Bansko but lack of dynamics on the market.
- 27% decrease of the average prices of sold apartments in Sunny Beach and the neighboring resorts and an increased interest and number of deals.
- 18.8% decrease of the average prices of sold rural properties.

*The data is based in actual concluded deals of BULGARIAN PROPERTIES around the country

Highlights of the year:

- Higher dynamics on the city property market in Sofia and an increased dynamics in the other big cities, although on the background of the activity in Sofia the markets in the other regional cities are quite slow.
- An increased interest towards holiday apartments at low prices.
- An increase in the share of Russian property buyers among foreign buyers in Bulgaria by about 40% compared to 2009.
- Complete withdrawal of British buyers from the Bulgarian real estate market.

OVERVIEW OF 2010

This past year was a year in which the market was expected to finish its readjustment from a regime of boom that abruptly went into crisis to a pace and dynamics normal for the present conditions. We can say that this was exactly what happened. 2010 ended with stable property prices and a beginning increase in the number of deals which validated our expectations and forecasts.
Twice during the year - due to bad economic news and forecasts - the market showed instability and there was sudden decrease in the interest and in the number of deals. However, in both cases these shocks passed fast and in the next couple of months the market became more dynamic. This shows that the market is now stable and only if there is a strong shock to the Bulgarian economy will it result in an additional shrinking of the market.

The decrease in the average prices of the concluded property deals in 2010 is 8.3% which is considerably less compared to decrease of 36% in 2009. It is observed that the data of prices and the number of deals are starting to have positive values, which shows that the market is gradually becoming normal and is starting to recover.

In 2010 prices were the most important element for concluding a deal. Buyers continue to follow the market very closely and react fast when bargain offers come out. That is why our advice to sellers looking for a quick sale continues to be to put the lowest possible and most reasonable price.

PROPERTIES IN SOFIA

The property market in the capital Sofia was the most dynamic in the country in 2010. According to BULGARIAN PROPERTIES data the average concluded deals as per quarters in 2010 and 2009 are as follows:

- 1st quarter: 1040 EUR/sq.m. - 1050 EUR/sq.m. (2009) -0.9%
- 2nd quarter: 870 EUR/sq.m. - 1020 EUR/sq.m. (2009) -15%
- 3rd quarter: 840 EUR/sq.m. - 945 EUR/sq.m. (2009) -11%
- 4th quarter: 930 EUR/sq.m. - 980 EUR/sq.m. (2009) -5%
In the beginning of 2010 it was properties that are in the higher price class that were mostly bought. The lowest value of the average prices of sold Sofia apartments was reached in the 3rd quarter of 2010 after which there was an increase of 10%. Comparing these trends to the market in 2009 we can say that there is an annual cycle in which it is more expensive properties that are sold in the first couple of months of the year after which in the 2nd and 3rd quarters it is cheaper properties that are the focus of attention. Prices of purchased properties increase at the end of the year due to a renewed interest and solvent demand mainly of more expensive properties.

The average price of the properties sold in Sofia in 2010 is 76,000 Euro, which is about 2% more than the average price of the apartments sold in 2009 – 74,500 Euro. This is a minimal increase in the average price which shows that after the second quarter - when there were still price decreases within 10-15% on a quarterly basis - in the third and fourth quarters of 2010 the market became stable and annual data even show a slight growth.

Comparing the average price per sq.m. in 2010 (920 EUR/sq.m.) to that in 2009 (998 EUR/sq.m.) we see a decrease of about 7.8%. There is also a slight decrease of 5% on an annual basis in the average prices from the last quarters of 2009 and 2010.

This means that on the one hand we have a decrease of between 5 and 8% in prices per sq.m. and on the other we have a minimal increase in the prices based on general buying prices in 2010 and on the volume of deals. This can be interpreted as reaching the point of change of market trends from a decrease to stabilization and a gradual transition to price increase.

The most property deals were concluded in the 4th quarter of the year – about 20% more compared to the previous quarter. The news for 2010 for Sofia properties was the strong market even during the traditionally weak summer months.

In the second half of the year the deals in Sofia increased by 30% compared to the first half and by 16% compared to the second half of 2009. This, together with the price stabilization, shows the beginning of the market’s coming out of the crisis.

As the property market in Sofia is indicative of the general market trends we can say that in the second half of 2010 the trends turned positive and the perspectives before the Bulgarian real estate market have started to improve.

THE OTHER BIG CITIES

From the middle of 2010 we are witnessing a more dynamic real estate market in the other big cities around the country as well. However, this higher activity is far from the dynamics and maturity of the market in Sofia apartments. Still, we can say that the interest in apartments in Varna, Bourgas, Plovdiv, Veliko Tarnovo, etc. has increased slightly and deals with apartments were concluded at between 20,000 and 40,000 Euro. Here are the average prices of the sold apartments in some of the big cities in Bulgaria:

- Varna – 77,200 Euro
- Bourgas – 41,800 Euro
- Plovdiv – 43,400 Euro
- Veliko Tarnovo – 36,100 Euro

SKI PROPERTIES

The average price of sold Bansko apartments in 2010 was 42,800 Euro while in 2009 it was 38,700 Euro – a growth of 10.5% on an annual basis. This growth comes mainly from the bigger apartments that were sold while the prices per sq.m. remain the same as in 2009 – about 650 EUR/sq.m. on average. In contrast to the slight increase in the average prices of sold Bansko apartments the number of deals decreased in 2010 compared to 2009.
Although now Borovets (from 650 to 1,400 EUR/sq.m.) and Pamporovo (from 450 to 1,000 EUR/sq.m.) both offer bargain apartments for sale the interest in these resorts remains minimal and deals are concluded rarely. One of the main reasons for that is that the British buyers are altogether missing from the market, at this stage Greek buyers are also not interested in buying properties in Bulgaria and Russian buyers do not know these ski resorts well enough and for now prefer the beach resorts. At present not many Bulgarians buy holiday homes.

**PROPERTIES IN BEACH RESORTS**

The average price of the apartments bought in the resorts of Sunny Beach and Sveti Vlas in 2010 was 36,500 Euro while in 2009 it was 50,000 – a decrease of 27% year-on-year. The prices per sq.m. remain stable and vary between 350 and 700 Euro. With prices now being lower and more attractive BULGARIAN PROPERTIES report a considerable increase in the number of concluded deals along the southern Black Sea coast compared to 2009.

The average price of the apartments sold in the northern Black Sea resorts was 44,600 Euro as prices per sq.m. were between 600 and 1,400 Euro.

**RURAL PROPERTIES**

Rural properties were among those most affected by the crisis with a price decrease of over 50% in 2009. This is also what increased the interest in them in 2010 especially during the first months of the year, which led to an increase of almost 50% in the number of deals compared to 2009. Of course, this growth is measured on the background of very low levels in 2009 and is under the pre-crisis levels, but still it is a positive trend as for the first time since 2007 we have registered an increase in rural property deals. However, despite the more deals prices of rural properties continued to drop in 2010.

The statistics shows:

Average price of concluded deals with rural properties in 2010: **11,600 Euro**

Decrease compared to 2009: **-18.8%**

Increase in the number of concluded deals with rural properties in 2010 compared to 2009: **+49%**
Change in the average prices of rural properties through the years:
Average prices and growth compared to the previous year:

- **2004** – 11 300 Euro
- **2005** – 15 450 Euro +37%
- **2006** – 18 510 Euro +20%
- **2007** – 24 800 Euro +34%
- **2008** – 30 800 Euro +24%
- **2009** – 14 300 Euro -53.5%
- **2010** – 11 600 Euro -18.8% - in 2010 prices of rural properties returned to their 2004 levels

BUYERS AS PER NATIONALITY

In 2010 the biggest group of foreign clients of BULGARIAN PROPERTIES was that of the Russians which made up 20% of all foreign buyers. Their share increased by 40% in 2010 making the Russians the foreigners that most influence the Bulgarian real estate market at the moment – mostly in the holiday home sector, as they are also becoming more and more interested in other sectors as well.

The other foreign buyers come from different countries (at least 50) from around the world including: Australia, Austria, Belgium, Germany, Greece, Denmark, Estonia, Spain, Italy, Cyprus, China, Canada, Luxembourg, Latvia, Norway, Portugal, Poland, Romania, USA, Sweden, Ukraine, Finland, France, the Netherlands, South Africa, etc.

FORECAST FOR 2011

If the economy continues its positive pace, which is the forecast for now, our expectations for the Bulgarian property market in 2011 are that the market will overcome the shock of the dramatic price drop from 2009, prices will remain stable, the number of deals will increase and from the end of 2011 until the spring of 2012 average property prices will start increasing by 2-5%.

From the beginning of 2011 we are witnessing an increased interest on the part of the buyers, as well as an increased supply of properties for sale and rent which shows that all those who were waiting to see what will happen on the market are returning and are looking for bargain deals.