



PRIMAL ADVISORS

Company presentation - Jan 2024

About Us



Primal Advisors is a real estate investment management company & advisory providing A-to-Z services to both corporate and private clients. Primal was established in 2020 and is based in Athens and Thessaloniki, Greece. Our tailor-made property services include:

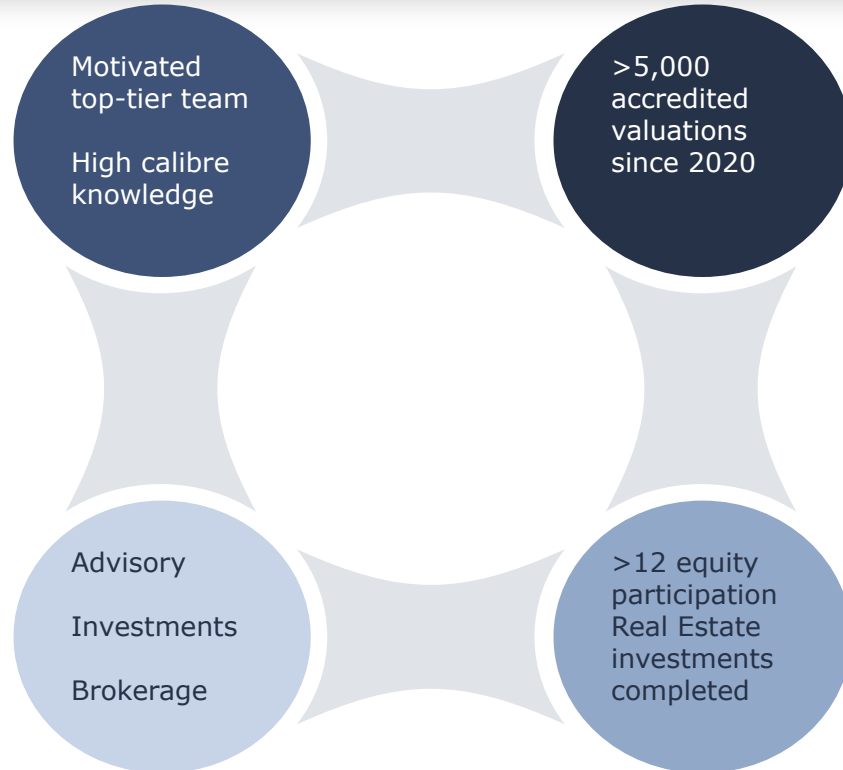


Our clients comprise prominent regulated investment houses, banks, development companies, NPL servicers, consultancies, private investors from Greece and abroad.

Our mission is to Unlock Potential and Add Value to real estate.

We aim to empower our clients with strategic insights, drive informed decision-making through robust analysis, maximize returns and optimize property investments.

Primal at a Glance



Advisory Services



Our dedicated advisory services include property valuations, investment underwriting, market research and property management.

- Primal is an accredited valuation company registered by the Greek Ministry of Finance (0081). Our seasoned team provides eminent valuation services and follows the highest quality processes according to the European/International valuation standards. Primal is successfully executing in-house valuations for both corporate and individual clients regarding IFRS, investment underwriting, portfolio management, auction, transaction and development purposes.
- As a property manager, we are responsible for the asset preparation & maintenance, repairs, rent collection & negotiation of real estate assets.
- Primal's niche data collection and management enhances our experienced property experts to provide market insight and access to off-market deals. Market reports with historical data, updates and market trends are used to secure and enhance investors' portfolio value.



Advisory Services



Our advisory department is dedicated to investment underwriting, business plans & property valuations, with a niche expertise in commercial, residential & complex property assets.

Primal focuses on holistic valuation methodologies for accurate and detailed assessments, incorporating advanced data analytics and using a Precision, Insight & Innovation approach as part of its continuous pursuit of industry best practices.



Investment Management



Primal acts as a co-investment platform and accommodates investments in the Greek property market by preparing and supervising every stage of a real estate transaction process (feasibility studies, due diligence, financing, execution), providing a 360°, equity participating platform for real estate investments.

Looking to take advantage of the Greek real estate market opportunities by investing in multiple asset types, and adding value through repositioning, optimising the state of repair & management of the assets

Our investment strategy is following a flexible structure accommodating private & corporate co-investors, providing attractive risk-adjusted returns with strong focus on downside protection and full managing of the investment process, paper issuance procedures, property management, etc., creating a unique on-the-ground channel to get exposure to the most attractive opportunities in Greek real estate.



Investment Management



Solid, fund-oriented investment process comprising of:

Proactive deal origination
via multi-channel network
& market intelligence

Preliminary analysis via:
- accredited investment
evaluation
- understanding the
business & the strategy
- performing due diligence
by engaging external
advisors

Active investment
management with rigorous
development process,
including:
- new area planning
- rendering
- pre-marketing of the
asset before renovation
works commence
- refining potential exit
routes

Execution also includes:
- discussion of findings
and identification of
solution/amendments
- negotiation of advanced
terms
- final proposal of optimal
exit strategy to determine
closing process

Investment Management



In the last 4 years, 12 property co-investments have been successfully completed, creating a sound track record

- Completed assets regard residential & commercial units within the greater Athens area
- Project duration recorded range between 4 and 14 months
- Project returns produced range from 10% to over 40%

Focus has been placed on upgrading existing property assets, exploiting investment velocity and eliminating redevelopment procedures' duration

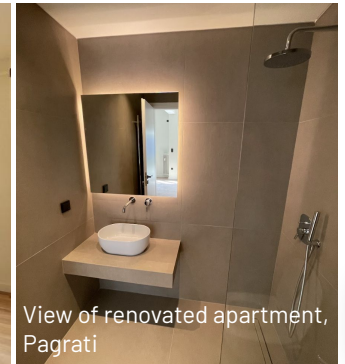
Following the latest property data and trends analysis, pipeline is also focusing on the 2nd home market; latest investment regards the restoration and renovation of a stand-alone residential building in Serifos, Cyclades



Render of asset renovation, P. Faliro



View of renovated apartment, N. Psychiko



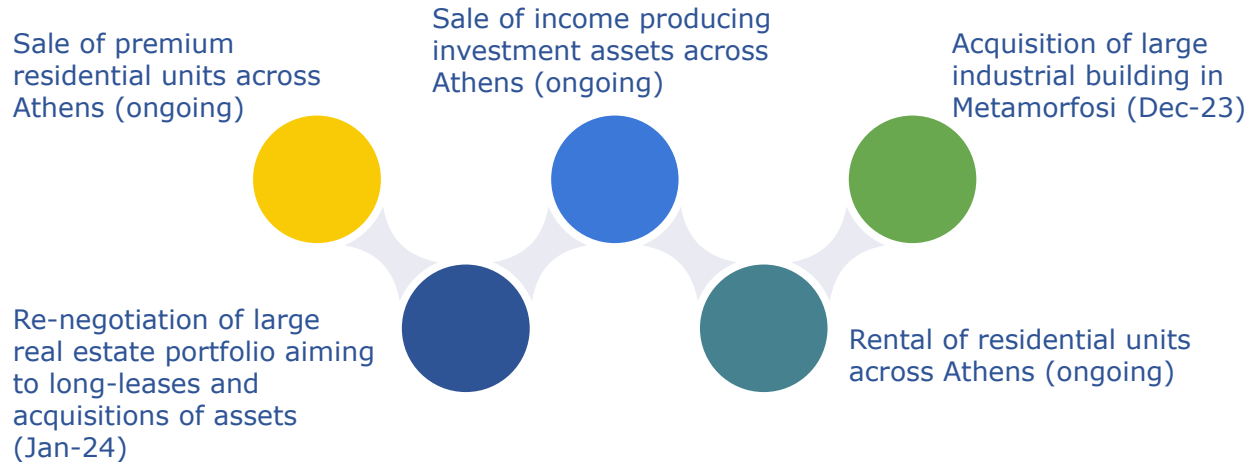
View of renovated apartment, Pagrati

Brokerage



Primal a licensed brokerage company aiming to enhancing transaction clarity and velocity, and operating mainly on exclusivity, specific inquiries, or large-scale projects.

Latest indicative brokerage projects include:



The Team Behind the Expertise



Konstantinos Athanasiou, Managing Director

Konstantinos specialises in real estate investments & advisory. He has a 15-yr experience in the Greek market as an investment manager & director of regulated Funds and REITs. Konstantinos is a registered valuer (Min.Finance), holds a B.Sc in Economics (AUEB), a M.Sc in Real Estate Investments (Cass Business School) and an Executive MBA (AUEB).

Marina Batistatou, Senior Associate

Marina is an accredited valuer with more than 5-yrs experience in valuations, focusing on large portfolios valuations. Marina holds a B.Sc in Science of Architecture (Polytechnic University of Turin) and a M.Sc in Real Estate (Neapolis University of Paphos). She has also holds a Valuer Certificate in Real Estate Property.

Vasiliki Nikoletou, Senior Associate

Vasiliki joined Primal in 2021 and specializes in NPL assets valuation & underwriting, while she has gained broad exposure to a wide range of valuation projects. Vasiliki holds a M.Eng in Rural & Surveying Engineering (NTUA), and a M.Sc in Real Estate Investment & Valuation (UoA).

The Team Behind the Expertise



Flora Ioannidi, Associate

Flora is the project & asset manager of the company. She is actively involved in renovation projects and site-management, legalization of arbitrary buildings, and holds full knowledge of building permits issuance procedures, building electronic identity, etc. Flora holds a M.Eng in Civil Engineering (NTUA) and is a candidate for a M.Sc in Project Management (NTUA).

Giannis Kotsaridis, Associate

Giannis is proficient in urban design techniques and the development of spatial studies through the analysis of economic, environmental, and social factors. He is a member of the real estate valuation & analysis team, bringing more than 2-yrs of experience in the field. Giannis holds a MSc in Spatial Planning and Development Engineering (AUTH).

Vassilis Sotiriou, Associate

Vasilis has more than 3-yrs of experience in legalization of arbitrary buildings, full knowledge of building permits' issuance and accomplishment of topographic plans. He works as an analyst and property valuer. Vasilis holds a M.Eng in Rural & Surveying Engineering (NTUA) and a MBA (AUTH).

The Team Behind the Expertise



Smaragda Kyriakidi, Associate

Smaragda is the Office & Agency admin. Before joining Primal, she had gained a 5-yr experience in HR & office management and also participated in fully integrated real estate services' projects while working in a prominent real estate company. Smaragda holds a B.Sc in French Language & Literature (NKUA).

Sofia Skroufouta, Analyst

Sofia joined Primal in 2022 as an entry-level analyst & valuer. She participates in underwriting and valuation projects, while she holds a M.Eng in Rural & Surveying Engineering (NTUA) and is a PhD Candidate in the Dept. of Water Resources & Environment (NTUA).



Corporate Citizenship



At Primal Advisors, our commitment to people, communities, and the planet is unwavering. We believe in the power of integrated corporate responsibility, where continuous training and development seamlessly align with corporate citizenship, and social & environmental responsibility.

People Training and Development - *Investing in our Team for a Brighter Future*

- Continuous learning programs for professional and personal development
- Empowering our workforce to thrive in a dynamic and volatile business landscape
- Fostering a culture of innovation, collaboration, and skill enhancement

Social and Environmental Responsibility - *Making a Positive Mark in Our Business Ecosystem*

- Encouraging accountability for continuous improvement
- Regular updates on Key Performance Indicators
- Upholding ethical business practices and corporate governance
- Building trust and long-term relationships with clients & co-investors
- Integrating sustainable practices into everyday operations
- Promoting inclusivity, diversity, and social equity within and beyond our organization
- Committed to reducing our environmental footprint through eco-friendly initiatives



Corporate Clients



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OF GREECE

BROOKLANE

spot  wheel

cepal

 GDM
assets

VANTAGE
TOWERS

QRA Real Estate
Advisors

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CAPITAL

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