



Aegean Blue was formed in 2004 by its two principals, Irini Tzortzoglou and John Batty, to offer a fresh approach to UK and Irish buyers of property in Greece. The principals have experience in banking and real estate and decided to combine this with a commitment to unparalleled service standards. Aegean Blue's customers receive a comprehensive package of services provided in a personalized manner and to a standard of efficiency which reflects the principals' own high values.

From the outset, Aegean Blue has offered properties throughout Greece – mainland and the islands. This policy reflects the reality that many potential buyers do not have a favoured location, or are unaware what their budget will allow them to acquire, and need to be shown a selection of different properties in different parts of the country. The principals work constantly to establish new relationships with sellers and aim in due course to have the broadest, most diverse choice of real estate of any agent working in the Greek market.

The key products which are available include:

- A wide-ranging collection of new-build villas, apartments and town houses which are being sold through the developer and often available on an '*off-plan*' basis. Aegean Blue's commission is included in the purchase price when customers buy directly from the developer – no separate commission is payable to Aegean Blue.
- A growing portfolio of resale properties from private sellers. Aegean Blue will usually agree a commission with the buyer to be paid at closing of the purchase transaction.
- A '*design/build*' service for customers who want to have an individual property designed to their own tastes and specifications in the location of their choice. Aegean Blue will work with the customer to locate and acquire a plot of land, introduce a design team to develop plans to the customer's requirements and then oversee the construction work. A fee is payable to Aegean Blue at the outset of the project which is deducted from the commission payable by the customer at closing of the transaction.
- A portfolio of land plots for customers who either want to pursue a *design/build* opportunity or to invest on a speculative basis in areas which have maximum upside potential over the medium- or long-term.

Aegean Blue will also facilitate the customer by; introducing an English-speaking lawyer in the location of their purchase: assisting with the opening of a bank account: introducing mortgage providers in the UK: assisting the customer to select specialist FX and insurance providers: and



remaining available to the customer post-closing of the purchase transaction for help and support during the 'settling-in' process.

Customers come to Aegean Blue from a number of sources:

- At overseas property exhibitions – see the attached list of exhibitions at which we participated in 2005
- In response to our focussed advertising – we select publications such as *Greece* magazine which are favoured by potential buyers
- Via the Internet – our website is currently being upgraded and is expected to become a very powerful sales tool during 2006
- As a result of direct marketing – when we target specific groups which have strong connections with Greece
- By word of mouth – satisfied customers often recommend our services to their friends and acquaintances

A big part of our success is attributable to the principals' cultural awareness and sensitivity to the needs of buyers and sellers alike. Irini is Greek but has lived and worked in the UK: John is British but has lived and worked in Greece. Together they have form an effective team able to work cohesively with Greek sellers and UK/Irish buyers. While the company has its registered office in London, both the principals spend as much time in Greece as is necessary to formulate and maintain relationships with partners – developers, local agents and private sellers.

Today, in its second year of operation, Aegean Blue is a small but rapidly growing player in the Greek market with the undoubted potential to be a powerful force in the years to come.

## EXHIBITIONS - 2005



Aegean Blue participated in the following exhibitions in 2005:

- A Place In The Sun Live! at the Excel Centre, London (April 1<sup>st</sup> – 3<sup>rd</sup>)
- Homes Overseas at Earls Court, London (May 20<sup>th</sup> – 22<sup>nd</sup>)
- Homes Overseas at the Scottish Exhibition & Conference Centre, Glasgow (May 14<sup>th</sup> – 15<sup>th</sup>)
- Private Exhibition at Tower 42, City of London (June 9<sup>th</sup> – 10<sup>th</sup>)
- Waterfront Property Exhibition, Southampton (16<sup>th</sup> – 18<sup>th</sup> September)
- A Place In The Sun Live! at the Excel Centre, London (Sept 30<sup>th</sup> – Oct 3<sup>rd</sup>)

