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# DUNA HOUSE BAROMETER

The latest property market info from Duna House network

Issue 164 February 2025



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### **FORTHCOMING ISSUES**

DATE OF ISSUE	CONTENT
14.04.2025 12.05.2025 12.06.2025	Q1 2025 data (including price indices and housing loan data) April 2025 data May 2025 data

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# GENERAL INFORMATION CONSERNING THE CONTENT OF THE PRESENT PUBLICATION

Attention! The present publication must not serve as grounds for estimating, or making conclusions in relation of Duna House business profitability.

All data, information, estimates and professional statements presented in the publication are developed based on data gained from the activities of Duna House Holding members, or in some cases are based on subjective experience. Application of those for the entire Hungarian property market may require additional corrections.

Data sources – unless indicated differently at the given section – derive from the database operated by Duna House Holding, the content of which is compiled by members of the network upon their individual judgement and information gained from clients. The operator does not take responsibility for the comprehensiveness of the data. Data presented in the present publication is mainly based on parameters of property transactions in major Hungarian cities given by Duna House branch offices and agents.



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### **EXECUTIVE SUMMARY**

### INVESTORS ARE ACTIVE IN THE PROPERTY MARKET AS BOTH BUYERS AND SELLERS

The residential real estate market continued to attract buyers in February, with the **Duna House Demand Index** showing a minimal, 4-point easing compared to January, but still above the February figures of the previous 2 years. Clients were not only browsing, they were also buying: the 11,338 sales transactions estimated for the second month of the year are 22% stronger than in January and 5% better than the same period last year. The sales estimate for February is also outstanding, only 2% behind July, the best performing month of 2024.

Meanwhile, according to domestic data from Credipass, the international financial brand of the Duna House Group, the mortgage market saw **HUF 115 billion in contracted residential mortgage loans** in February this year, down 4% on the volume estimated by experts for the previous month, but up 35% on the same period in 2024.

Besides active demand and rising transaction numbers, **the pace of property turnover has also picked up**, according to Duna House data: the shortest time to change hands were the concrete block apartments in the capital, which took an average of 2 months, while the sale of concrete block units in the country took just over 2.5 months. Selling second-hand brick and mortar homes and houses in both the country and in the capital took around 4 months.

Transaction data show different trends for each property type, with **double-digit increases in the price of concrete block apartments in the country,** while the average price per sq. m. of brick and mortar homes exhibited a slight decrease in both East and West Hungary. In the East, buyers paid an average of HUF 640,000 per sq. m. for concrete block units, while in the West the price paid was HUF 619,000 per sq. m. Buyers in the Eastern part of the country paid HUF 391,000 per sq. m. of pre-owned brick and mortar properties, while the average price in the Western counties was around HUF 423,000 per sq. m.

As in the country, **the price level of prefabricated flats in the capital, too, rose more sharply:** in Buda, the average price paid for concrete block homes was close to HUF 1.2 million per sq. m., while in the districts of Pest it rose to nearly HUF 950,000 per sq. m. Concrete block sellers in Pest did not change the asking price, but on the Buda side we saw some cases of asking price cuts, but sellers left only a minimal, 1-2% room for buyers' bargaining from the last advertised price.

**Stagnation in Pest, reduction in Buda:** popular brick and mortar apartments in Pest sold for an average of HUF 845,000 per sq. m. last month, the same as last February, with buyers paying around HUF 1 million per sq. m. for apartments in Buda, while the average price in the centre of Pest was over HUF 1.2 million per sq. m. Sellers changed the asking price of brick and mortar homes in the capital by 2-3%, while the bargaining margin was around 3-4%.

**Districts of Pest have taken the lead in the capital's residential property market,** with District 13 holding on to its leading position: 23.5% of clients indicated it as their preferred location, and the inner city areas have become the centre of attention again. District 6 (Terézváros) came in second place with 18.5% and District 7 (Erzsébetváros) third with 17.8%.

**Investors have increased their presence in the real estate market across the country,** and this time they were active not only as buyers but also as sellers. In the capital, the share of investment transactions was 35%, while 22% of buyers signed a contract for buying their first home in February. Investors and first-time home buyers spent HUF 81.5 million and HUF 58.5 million, respectively, on their property purchases in Budapest.

In the country, too, most sales transactions were made with an investment in mind (29%), but first home buyers and those moving into larger properties were also active. Buyers spent HUF 38.2 million on investment, while those in the country spent HUF 1 million more on their first home.

In the capital, 35% of sellers were motivated by the sale of a previous investment, while 21% were parting with their previous home to move into a larger property. In the country (similarly to Budapest), the sale of a previous investment led the way, and 25% of sellers were disposing of an inherited property.

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#### **INTERESTING FACTS**

February sales estimate was just 2% below the strongest month of 2024. Across the country, buyers were contracting for properties in a good condition (37-46%). Terézváros and Erzsébetváros are again among the most soughtafter districts.

## **TRANSACTION DATA**

### **DUNA HOUSE TRANSACTION NUMBER ESTIMATE (DH-TE)**

Duna House presents its monthly Transaction Number Estimate (DH-TE) and Mortgage Forecast below, showing that 11,338 residential property transactions were concluded in February 2025 and residential mortgage contracts worth HUF 115 billion were signed in the whole of Hungary.



The exceptionally strong buyer demand, which set a multi-year record in January, also had an impact on February transaction numbers in the domestic residential property market: according to Duna House estimates, February's 11,338 sales transaction volume was 22% higher than January 2025 and 5% better than February 2024, another active month.

The volume of sales estimated for the second month of the year was outstanding, and was also a mere 2% down on July, the best performing month of 2024.

Meanwhile, according to data from Credipass, the international financial brand of the Duna House Group in Hungary, the mortgage market saw HUF 115 billion of contracted residential mortgage loans this February.

This performance represents a 4% decrease compared to the volume estimated by experts for the previous month, but a 35% improvement compared to the factual MNB data reported for the same period in 2024.

		THE	TABLE BEL	OW SHOWS	S MONTHLY	TRANSAC		ME ESTIMA	ATES OF DUI	NA HOUSE.	,	
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2022	10 815	13 793	14 548	11 911	12 519	10 859	8 978	9 748	9 200	8 326	8 0 0 0	6 474
2023	5 853	6 253	7 787	6 787	10 187	7 120	6 107	8 213	8 067	7 853	8 800	7 813
2024	8 354	10 754	11 0 4 6	11 200	10 969	9 323	11 538	9 323	9 754	10 738	11 277	10 231
2025	9 267	11 338										

Methodology behind DH-TE: Regardless of the time of year, the most important indicator of the real estate market is the annual number of sale transactions. The DH-TE figure is an estimate published by Duna House and it reflects interim approximate data. The estimate is based on the number of monthly property transactions brokered by Duna House and the estimated market share of Duna House. The estimate of the current monthly market share of Duna House is based on the following indicators: 1. Data published by the Hungarian Central Statistical Office on transactions among private individuals. Since the Statistical Office publishes data with several months' delay, market share can be adjusted retroactively which also results in a more accurate estimate as well. Please note: After 2016 and as a consequence of the boom in newly-built apartments, pre-contracted purchase transactions appear in the statistics of the Statistical Office with a delay of several months or even one or two years, after the capital transfer tax has been levied, which results in anomalies in the statistics. 2. The number of Energy Certificates issued; 3. Subjective assessment based on other management information from Duna House Holding.

Please also note that DH-TE data cannot be used for defining the volume of transactions brokered by Duna House, or for estimating the business profit of Duna House Holding or for the drawing of any related conclusions.

Mortgage forecast: Figures published by Credipass can primarily be used for quick trend forecasts; the National Bank of Hungary publishes the actual figures for the second last month at the beginning of each month.



# **TRANSACTION PARAMETERS IN BUDAPEST**

Among Duna House clients on the Buda side of the capital, properties with a floor space between 40-60 sq. m. were the most popular (31%), while the segment over 160 sq. m. was also popular (20%) in February 2025. 37% of properties sold between HUF 1.2 and 1.4 million per sq. m., and half of the houses and apartments that changed owners in Buda had a price tag of over HUF 70 million. The share of apartments with a floor space between 20-40 sq. m. and 40-60 sq. m. was almost equal among the transactions closed on the Pest side. While in the same period last year most properties were sold for between HUF 600-800,000 per sq. m., in February 2025 the proportion of homes purchased by Duna House clients ranged from under HUF 600,000 to north of HUF 1.6 million and their distribution was almost equal along the scale. One third of homes were sold for over HUF 70 million and 22% were in the HUF 40-50 million price bracket.



apartment size (m<sup>2</sup>)

apartment size (m<sup>2</sup>)



sq. m. price (in thousand HUF)







sq. m. price (in thousand HUF)



apartment price (in million HUF)

# **TRANSACTION PARAMETERS IN THE COUNTRY**

Nationally (with the exception of Central Hungary), homes between 40-60 sq. m. accounted for 30% of all transactions, but the 60-80 sq. m. category was also popular. 35% of the properties sold were priced above HUF 600,000 sq. m. and 17% were below HUF 250,000 per sq. m. Most (35%) of the properties sold were worth over HUF 40 million. A quarter of the properties sold in County Pest had a floor space between 60 and 80 sq. m., and 65% of them sold at prices exceeding HUF 600,000 per sq. m. In February 2025, the most common property value among Duna House's transactions in County Pest was above HUF 50 million.

#### COUNTRYWIDE (EXCLUDING CENTRAL HUNGARY)

**COUNTY PEST** 



56%



apartment size (m<sup>2</sup>)

7% 7%

Under 250

150,300

300.350

350, **R**00





sq. m. price (in thousand HUF)



apartment price (in million HUF)



¥00, ¥50

sq. m. price (in thousand HUF)

, 500.550

\*50,500

550,600

apartment price (in million HUF)



February 2025

33 265 000

391 0 0 0

# **SALES DATA - PRICES - BARGAINING MARGINS**

Duna House sales data show a different trend for each property type in the country: there was a double-digit increase in the price level of concrete block apartments, while the average price per sq. m. metre of brick and mortar homes showed a slight decrease in both East and West Hungary. In the East and in the West buyers paid an average of HUF 640,000 and HUF 619,000 per sq. m. for concrete block units, respectively. Owners of concrete block homes in the country dropped 4% on average from the asking price during the bargaining process. During the advertising of brick and mortar homes, sellers reduced the price by an average of 5%, with buyers bargaining a further 6% off the price in both parts of the country. In the East, used brick and mortar homes fetched HUF 391,000 per sq. m., while in the Western counties the average was around HUF 423,000 per sq. m.

PANEL: COUNTRYWIDE										
		EAS	т			WES	бт			
	price	change change m² price in listing bargain price m² price in listing ba price price price						bargain		
February 2024	30 568 000	557 000	1%	4%	27 028 000	524 000	4%	3%		
February 2025	37 850 000	640 000	-4%	34 005 000	619 000	1%	4%			
		BRI	CK: COUN	TRYWIDE	:					
		EAS	т			WES	бт			
	change change change price m² price in listing bargain price m² price in listing barg price price price									
February 2024	32 454 000	416 000	8%	7%	36 019 000	433 000	5%	6%		

In February 2025, the prices concrete block flats in the capital increased the most: in Buda the average price per sq. m. edged close to HUF 1.2 million, while in the Pest districts it rose to almost HUF 950,000. Owners of concrete block units in Pest did not change the asking price and left just a little (2%) room for bargaining. On the Buda side, on the other hand, there were some reductions in the asking price, but bargaining was still minimal at a mere 1%. The price per sq. m. of brick and mortar apartments in Pest is stagnating at HUF 845,000 per sq. m., the same as in February last year. The price level of flats in Buda showed some decrease, while the average sq. m. price in the centre of Pest rose to over HUF 1.2 million. The asking price of brick and mortar properties in the capital was reduced by 2-3% on average, while the bargaining margin was around 3-4%.

6%

37 506 000

423 000

5%

6%

5%

	PANEL: BUDAPEST										
		WES	т								
price m² price in listing bargain price m² price in listir							change in listing price	bargain			
February 2024	44 390 000	788 000	3%	2%	37 503 000	704 000	2%	3%			
February 2025	56 620 000	1180 000	-5%	1%	51 819 000	946 000	0%	2%			

	BRICK: BUDAPEST											
	BUDA PEST INNER CITY							CITY				
	price	m <sup>2</sup> price	change in listing price	bar- gain	price	m <sup>2</sup> price	change in listing price	bar- gain	price	m <sup>2</sup> price	change in listing price	bar- gain
February 2024	76 566 000	1 176 000	3%	4%	50 713 000	845 000	6%	3%	66 046 000	978 000	3%	4%
February 2025	136 571 000	1034000	3%	4%	57 519 000 Based	845 000	2% e prices of th	4% e aiven	86 579 000 period of prop	1260 000 perties broke	3% ered by Duna	3% House.

Methodology: Change in the listing price is the difference between the first price indicated by the seller in the Duna House assignment and the last registered price at the time of the appearance of the buyer. Bargain shows additional changes in the price agreed upon by the seller and buyer. The two indicators together give a good picture of the difference in price between the original idea of the seller and the actual final price.

### **BUYERS - DEMAND INDEX**

According to the Duna House Buyer Demand Index, the Hungarian residential property market remained active last month. Although the index is at 94 points, 4 points lower than in January, it is still well above the February figures of the previous two years.



Methodology behind Demand Index: The basis of the estimate is the activity registered by our agents in various, mainly major cities and Duna House offices. Corrections are made depending on the number of active agents and working days. The Demand Index is an important indication of buyer side's reactions to political decision or solutions offered by the financial sector. Demand Index is a quantitative indicator which has no direct connection with the realized or future transaction numbers. The latter is a qualitative issue highly affected by market environment and available financial product.

### **DEMAND FOR INDIVIDUAL DISTRICTS**

The districts of Pest played the leading role in the capital's residential property market in February 2025. According to a survey on the popularity of the districts of the capital, District 13 retained its leading position, with 23.5% of clients indicating it as their preferred location. The city centre is back in the spotlight, with Terézváros (District 6) in second place with 18.5% and Erzsébetváros (District 7) in third place with 17.8%, while interest in apartments in Zugló (District 14) is only 2 tenths behind the figure reported for District 7.



**Methodology**: Our clients with a purchase intention indicate their preferred districts (more at the same time) when meeting our agents. The above preference map is put together based on this "popularity information".

Data is analysed based on real estate transactions brokered by Duna House. The territorial distribution of DH transactions may differ from the territorial distribution of the market as a whole. Duna House Holding pursues its real estate agency activities mainly in Budapest and in major cities. Duna House Holding does not make corrections in view of the differences in territorial distribution between its own transactions and of the market in general.

DISTRICT	FEBRUARY 2024	FEBRUARY 2025
Bp. 01.	8,2%	11,0%
Bp. 02.	16,2%	16,9%
Bp. 03.	12,7%	12,9%
Bp. 04.	5,9%	9,9%
Bp. 05.	8,5%	13,0%
Bp. 06.	14,1%	18,5%
Bp. 07.	14,1%	17,8%
Bp. 08.	8,9%	13,5%
Bp. 09.	9,9%	14,0%
Bp. 10.	5,6%	7,7%
Bp. 11.	17,1%	16,7%
Bp. 12.	13,0%	12,7%
Bp. 13.	17,3%	23,5%
Bp. 14.	15,5%	17,6%
Bp. 15.	6,8%	8,2%
Bp. 16.	7,1%	7,2%
Bp. 17.	4,9%	5,4%
Bp. 18.	10,0%	10,7%
Bp. 19.	8,2%	10,3%
Bp. 20.	5,7%	8,2%
Bp. 21.	4,0%	4,5%
Bp. 22.	4,2%	4,6%
Bp. 23.	2,3%	3,1%



# **QUALITY PREFERENCES**

In February this year, Duna House clients all over the country preferred properties in a "good" condition (37-46%), while the second most sought-after category was "very good" offered at a higher price level (23-36%). The propensity to renovate was lowest in the capital and in Eastern Hungary (10% each). 11% of all sales completed in Western Hungary and 13% of transactions in County Pest involved homes in need of a complete overhaul.



# TURNOVER SPEED (TIME NEEDED TO SELL)

In addition to active demand and rising transaction numbers, the turnover speed has also picked up, according to Duna House. Concrete block units in the capital changed hands in the shortest time, in an average of 2 months, while the sale of concrete block homes in the country took just over 2.5 months on average. Pre-owned brick and mortar apartments and houses took 4 months to sell in the country, while in the capital it took less than 4 months to complete a sale.

PANEL							
TIME NEED OF SALE (DAY)							
	EAST	WEST	BUDA	PEST			
February 2024	109	109	145	128			
February 2025	83	81	79	55			

BRICK									
	TIME NEED OF SALE (DAY)								
	EAST	WEST	BUDA	PEST	INNER CITY				
February 2024	141	142	150	139	141				
February 2025	118	122	119	112	95				

Data is assessed based on real estate sold by Duna House. Territorial distribution of transactions brokered by Duna House may differ from the territorial distribution of the market in whole. Duna House Holding carries out its real estate agency activities mainly in Budapest and major cities. Duna House Holding does not make corrections in relation of the territorial distribution of own and market transactions.

### **BUYER PROFILE IN BUDAPEST**

According to the data of the transactions closed in February with the help of Duna House, the most active group of buyers was the 40-50 year olds, with a share of 29%. The majority of buyers, 39%, were employees. In February this year, 35% of buyers in the capital were motivated by making an investment, while 22% were acquiring their first home. Investors spent HUF 81.5 million and first-time home buyers HUF 58.5 million on property purchases in Budapest.



## **BUYER PROFILE IN THE COUNTRY**

In February 2025, a quarter of home buyers in the country were aged 30-40 years and 24% were in the 40-50 age group. 58% of buyers in the country were employees. Most sales (29%) in the country, too, involved a residential property investment, but first home buyers and those moving into a larger property were also active. Buyers spent HUF 38.2 million on an investment and HUF 1 million more on a first home.

BUYERS' AGE IN THE COUNTRY	BUYERS' STATUS IN	THE COUNTRY	MOTIVATION	N THE COUN	TRY
60 - 13% 13%	Employee	58%	Investme	nt	29% 26%
50 - 60	Entrepreneur 229 21%		First Hon		26% 26%
	Pensioner 12%		Moving into bigg	2 2	24% 3%
40 - 50	Manager 💻 5%		Moving into small	12%	
30 - 40	7%		Separation of generation	ns 5% 6%	
	Top Manager 2% 3%		Divor	ce 4%	
20 - 30	Student 0% 0%		Moving together of generation	ns 3% 2%	
AGE AVERAGE PRICE m <sup>2</sup>	STATUS AVER	AGE PRICE m <sup>2</sup>	SITUATION	AVERAGE PRICE	m²
20 - 30 44 348 000 92	Employee 37	985 000 83	Investment	38 221 000	73
30 - 40 45 264 000 95	Top Manager 54	382 000 85	First Home	39 204 000	80
40 - 50 41 276 000 77	Manager 55	397 000 90	Separation of generations	41 850 000	72
50 - 60 39 470 000 80	Pensioner 40	254 000 88	Moving together of generations	58 860 000	124
60 - 48 404 000 93	Student		Moving into smaller	53 272 000	90
	Entrepreneur 54	792 000 97	Moving into bigger	60 524 000	115
📕 February 2024 📕 February 202	25		Divorce	33 910 000	71

Under our methodology investment as a motivation includes all property transactions that, judged by the buyer's characteristics, can be considered as an investment, i.e. this is not a strictly business category. It includes all family investments and short-term investors who buy a property in a poor state of repair, renovate it and sell it on immediately. These latter buyers have a favourable effect on improving the overall state of repair of the existing pool of property is and are, in view of current construction industry and property innext conditions, performing a welcome activity.

Data presented above relating to age, status and reason of purchase have been acquired through voluntary declarations of our clients. Therefore, they qualify as a sample and are regarded as estimates.



# SELLER PROFILE IN BUDAPEST

Among the sellers in the capital, the proportion the 40-50 and the 60+ age group was the same at 29% each. 46% of sellers were employees and 35% were motivated by the sale of a previous investment. 21% of buyers were selling their previous home to move into a larger property and 20% were selling an inherited property.



Separation of generation	s 2% 6%	
SITUATION	AVERAGE PRICE	m²
Sale of investment	72 580 000	62
Separation of generations	59 334 000	101
Moving together of generations	52 817 000	57
Moving into smaller	109 600 000	141
Moving into bigger	70 075 000	62
Sale of inherited property	80 820 000	85
Divorce	52 100 000	64

3% 1%

Divorce

**MOTIVATION BUDAPEST** 

35%

21%

20% 18%

27%

Sale of investment

Moving into bigger

Moving into smaller

Sale of inherited property

# SELLER PROFILE IN THE COUNTRY

According to sales data collected by Duna House, 29% of sellers in the country in February this year were in the 60+ age group. 48% of all sellers worked as employees and 27% were self-employed. As in the capital, the sale of a previous investment led the ranking (26%) in the country, too, while in 25% of cases sellers were selling an inherited property.

SELLERS' AGE IN THE COUNTRY	MOTIVATION	IN THE COUN	ITRY			
60 - 30%	Employee		48%	Sale of investment		26% 22%
27%		27%	0170	Sale of inherited property		25% 27%
50 - 60	Entrepreneur	27%		Moving into bigger		21% 22%
40 - 50 25% 25%	Pensioner	17% 15%		Moving into smaller		17% 21%
30 - 40	Manager 5%			Separation of generations	6%	
18%	1%			Divorce	4%	
20 - 30	Top Manager 2%			Moving together of generations	1% 2%	
AGE AVERAGE PRICE m <sup>2</sup>	STATUS	AVERAGE PRICE	m²	SITUATION	AVERAGE PRICE	m²
20 - 30 26 756 000 68	Employee	37 063 000	82	Sale of investment	52 606 000	77
30 - 40 40 804 000 79	Top Manager	73 840 000	107	Separation of generations	52 335 000	111
40 - 50 45 936 000 86	Manager	56 960 000	91	Moving together of generations	34 280 000	61
50 - 60 45 984 000 94	Pensioner	37 336 000	97	Moving into smaller	54 670 000	110
60 - 37 754 000 85	Entrepreneur	60 326 000	88	Moving into bigger	41 818 000	76
				Sale of inherited property	32 132 000	87
📕 February 2024 📕 February 202	25			Divorce	59 393 000	98

In seller profile data analysis an updated methodology has been introduced, which partly explains the significant change in the "sale of a property investment" row in recent months.

### PERSONALIZED AND CUSTOMIZED REAL ESTATE MARKET STUDIES FROM DUNA HOUSE'S RESEARCH DEPARTMENT

#### DECISION SUPPORTIVE BUSINESS ANALYSIS FOR ALL.

Duna House research department's experienced team offers the preparation of personalized and customized market studies, reports, as well as answers to project specific needs.

The greatest advantage of Duna House studies is the provision of the most up-to-date information to our clients, based on our own database of a wide scale and inputs both on the demand and supply side of the market.

Duna House's database is the largest collection of up-todate real sale and purchase data in the country, containing information in addition to prices about demand, bargain potential, quality preferences and client profiles. Our analytical portfolio also includes the latest mortgage data for the support of a comprehensive research.

#### WHO IS IT INTENDED FOR?

Our analytical studies can support all those who believe in the power of data and facts, and who wish to make their business decisions based on them.

#### WE RECOMMEND OUR STUDIES TO:

- Constructors and developers
- Project owners and investors
- Community managers
- ✓ Municipalities

### REQUEST AN OFFER AND GET THE MOST OUT OF DUNA HOUSE MARKET DATA!

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