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# DUNA HOUSE BAROMETER

The latest property market info from Duna House network

Issue 151 January 2024



Listed on the Prime Market of the Budapest Stock Exchange

www.dh.hu



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### **FORTHCOMING ISSUES**

DATE OF ISSUE	CONTENT
12.03.2024 12.04.2024	February 2024 data Q1 2024 data (including price indices and housing loan data)
12.05.2024	April 2024 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**

### **NEW SUPPORT SCHEMES FUEL DEMAND FOR PROPERTY**

The domestic real estate market started the year on a high note, with a turnover 43% stronger than last year, while mortgage lending grew even more robustly, by 80%. The 8354 transactions estimated by Duna House show a 6% increase even compared to the last month of last year, and a huge, 43% expansion compared to January 2023. The active start to the year can be explained by the postponement of transactions from 2023 and their timing for January, the sales generated by the new, expanding housing benefits and the confidence boost provided by the declining interest rate environment. Duna House expects that the first quarter will certainly see a booming real estate market for both buyers and sellers, further strengthened by the falling interest rate trajectory, supported by lending rates below 6%. Domestic data from Credipass, the international financial brand of the Duna House Group shows that the credit market managed to strengthen further in January after a very active end to the year. Credipass estimates a residential mortgage loan volume of HUF 73.5 billion volume for the first month of the year, showing an 80% stronger market on a year-on-year basis. In Q1 2024, based on the credit market forecasts and the transactions currently under way, the positive effects of the announced voluntary APR cap and the favourable credit schemes available through the new home purchase subsidies will also start feeding through, making buyers using a loan more active in the real estate market, thus further increasing the number of transactions on the property market.

In January this year, the impact of the renewed home purchase subsidies on demand is clearly being felt. Duna House's Demand Index almost doubled from the end of last year, rising from 45 to 87 points, which is good even compared to the previous year, and up 20 points from a weak 67 points in January 2023.

Compared to January last year, Duna House sales data showed an increase in the price of concrete block units in the country for the first month of 2024. The average price per sq. m. was between HUF 473-507 thousand for this type of property. For brick and mortar homes, the data show stagnation in the East and easing in the West. The price of concrete block apartments fell by 1-5% during the advertising period and a further 3-4% during the negotiation phase in the country, while owners of brick and mortar homes reduced the asking price by 6% both in the East and in the West and by 8% and 6% during negotiations in the East and in the West, respectively. As regards prefabricated dwellings, the data show a slight decrease of prices in Buda and some increase in Pest. In Pest, the average price per sq. m. rose to HUF 702,000, and fell to HUF 778,000 in Buda. In January 2024 the average price per sq. m. of brick and mortar homes rose everywhere except in Buda. Owners in Buda reduced their prices by 4%, in Pest by 5% and in the city centre by 6%, which was followed by a 4% buyer bargain for brick-built properties in the capital. January data showed that the time needed to sell a property increased compared to the same period last year.

Overall in the country, customers were more likely to buy properties in a good condition in the first month of the year. With the exception of Western Hungary, where the second most popular category was homes in a 'habitable' condition, in all areas 'very good' was preferred to 'good'. Based on sales data, the proportion of properties to be renovated was the smallest in the East, and it was buyers in the West who showed the strongest propensity to renovate, at 13%.

Among those buying homes in the capital, the age group between 30-40 years of age were in the majority at 24%. The main motivation to buy was making an investment, at 36%, and the proportion of first-time buyers was up 1 percentage point on last year. Customers spent HUF 57.7 million on a property investment and HUF 38.9 million on their first home. In the country, the share of first home buyers (26%) was higher than that of investors, who were down 13 percentage points compared to the same period last year. First home buyers and investors spent HUF 30.6 million and HUF 27 million on their acquisition on average, respectively.

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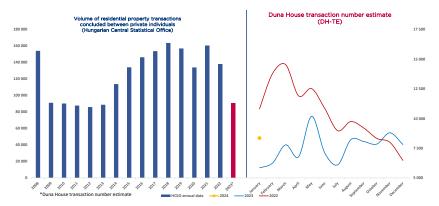
### THREE INTERESTING FACTS:

- Demand for property nearly doubled in January compared to the end of 2023.
- Compared to January 2023, the volume of housing loans increased by 80% in January this year.
- Nearly half of all transactions in Eastern Hungary involved properties in a 'good' condition.

# **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 8354 residential property transactions were concluded in January 2024 and residential mortgage contracts worth HUF 73.5 billion were signed in the whole of Hungary.



2024 got off to a strong start: the domestic real estate market opened the year with 43% stronger turnover than last year, while the volume of housing loans grew even more strongly, by 80%.

The 8354 transactions estimated by Duna House reflect a further 6% increase from the last month of last year, and compared to January 2023, the increase is huge at 43%, which may be due to the fact according to Duna House data January was the low point in the property market in the whole of 2023. So far, the market intel collected by Duna House confirmed this active start to the new year, which may have been generated by postponed transactions from last year and new, extended housing subsidies. That said, strong transaction data in January also proved that many purchases had probably been deliberately timed for January. Duna House expects that the first quarter will certainly see an intensifying real estate market for both buyers and sellers of homes, which could be further strengthened by a declining interest rate trajectory.

According to data from Credipass, the group's international financial brand, the credit market was even able to strengthen in January after a very active end to the year. Credipass estimates a residential mortgage volume of HUF 73.5 billion for the first month of the year, which on a year-on-year basis shows an 80% stronger market compared to the previous year. The trend forecast by Credipass experts seems to be confirmed: the expiry of state subsidies in December significantly strengthened the figures for the first month/months of the year. In the first quarter, the positive impact of the announced voluntary APR cap and the favourable loan schemes available with the new home purchase subsidies will be felt, based on credit market forecasts and the transactions currently underway, and this will make buyers using a loan significantly more active in the real estate market, thus further increasing the number of real estate transactions.

	THE TABLE BELOW SHOWS MONTHLY TRANSACTION VOLUME ESTIMATES OF DUNA HOUSE.											
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2021	11 185	14 569	15 630	13 511	14 198	13 615	11 185	11 304	11 807	11 526	11 022	11 422
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

**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. 2. The number of Energy Certificates issued; 3. Subjective assessment based on other management information from Duna House Holding.

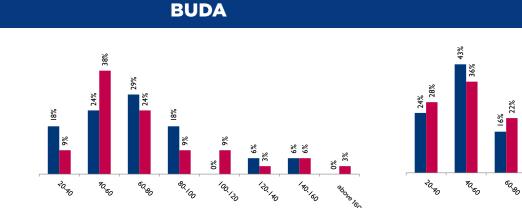
Please also note that DH-TE data cannot be used for defining the volume of transactions brokered by Duna House, or for estimating the business profit of Duna House Holding or for the drawing of any related conclusions.

Mortgage forecast: Figures published 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.

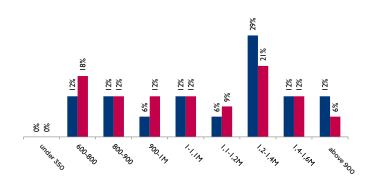


### **TRANSACTION PARAMETERS IN BUDAPEST**

According to sales data collected by Duna House, properties between 40-60 sq. m. had the largest share with 38% among the transactions closed in January 2024 on the Buda side of the capital. In 24% of transactions, clients signed contracts for apartments with a floor space in the 60-80 sq. m. range. 21% of properties were sold for between HUF 1.2 and 1.4 million per sq. m., but the price range of HUF 600-800 thousand per sq. m. was also typical. The price of most of the properties (41%) in Buda was north of HUF 70 million. In the Pest districts, the majority (36%) were also apartments with a floor space between 40-60 sq. m., with 35% of properties selling for between HUF 600-800 thousand per sq. m. On the Pest side, the value of properties sold varied, the share of transactions involving homes worth between HUF 40-50 and 70 million was 17% each, and the percentage of transactions involving homes worth between HUF 25-30 and 30-35 million was 16% each.



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



sq. m. price (in thousand HUF)



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

\$0.100

0% 2%

120,180

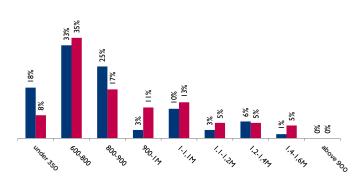
100,120

%0

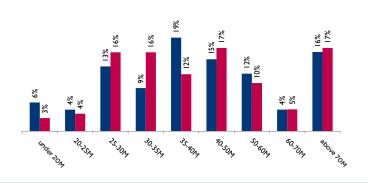
170,150

% %

PEST



sq. m. price (in thousand HUF)



apartment price (in million HUF)

Based on properties sold by Duna House Franchise Network.

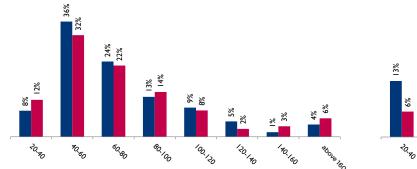
📕 January 2023 📕 January 2024

# **TRANSACTION PARAMETERS IN THE COUNTRY**

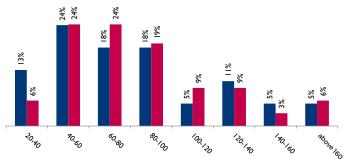
In January 2024, with the exception of Central Hungary, buyers all over Hungary preferred (with a share of 32%) properties with a floor space between 40-60 sq. m., while the 60-80 sq. m. category was also in demand. 24% of homes sold were below HUF 250,000 per sq. m., 20% above HUF 600,000 per sq. m., while the share of homes in the HUF 20-25 million and HUF 40 million+ price range was 17% each. In County Pest, houses and apartments sold in the 40-60 and 60-80 sq. m. metre categories had a share of 24% each. 43% of homes sold closed at prices north of HUF 600,000 per sq. m. In terms of property value, 36% of buyers signed a contract for a home worth over HUF 50 million in County Pest in January this year.

#### COUNTRYWIDE (EXCLUDING CENTRAL HUNGARY)

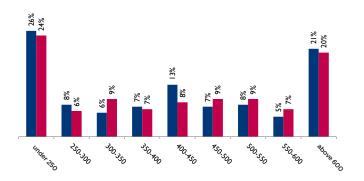
**COUNTY PEST** 



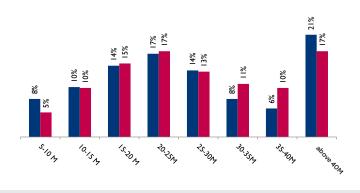
COUNTYPES



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



sq. m. price (in thousand HUF)

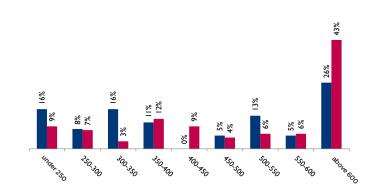


apartment price (in million HUF)

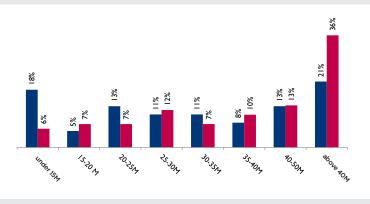
January 2024

January 2023

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



sq. m. price (in thousand HUF)



#### apartment price (in million HUF)

Based on properties sold by Duna House Franchise Network.



## SALES DATA, PRICES, BARGAINING

In the first month of 2024, Duna House sales data showed an increase in the price of concrete block units in the country compared to January last year. The average price per square metre of factory-built apartments is now between HUF 473-507 thousand. In the brick and mortar category, the data show stagnation in the East (HUF 383,000 per sq. m.) and a softening in the West (HUF 359,000 per sq. m.). For concrete block units, sellers reduced prices by 1-5% during the advertising process, and the final price was reduced by a further 3-4% during the negotiation phase. For brick and mortar homes both in the East and in the West, owners reduced the asking price by 6%, with an additional 8% bargain in the East and 6% in the West.

PANEL: COUNTRYWIDE									
	EAST						бт		
	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain	
January 2023	23 129 000	423 000	1%	5%	24 454 000	470 000	3%	3%	
January 2024	24 319 000	473 000	5%	3%	26 191 000	507 000	1%	4%	

		BRI	CK: COUN	TRYWIDI	E			
		WES	т					
change price m² price in listing bargain price r price					m <sup>2</sup> price	change in listing price	bargain	
January 2023	30 200 000	383 000	6%	12%	28 614 000	370 000	6%	8%
January 2024	29 448 000	383 000	6%	8%	30 530 000	359 000	6%	6%

As far as concrete block homes in the capital are concerned, data show a slight price decrease in Buda and some increase in Pest. In Pest, the average price per sq. m. has increased to HUF 702,000, while in Buda it is down to HUF 778,000. The average price per sq. m. of brick and mortar homes rose in January this year in all districts but those in Buda. In Buda, owners reduced their prices by 4%, in Pest by 5% and in the city centre by 6% during the advertising phase, which was accompanied by a 4% decrease as a result of buyer bargaining.

	PANEL: BUDAPEST									
	BUDA						PEST			
	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain		
January 2023	35 667 000	782 000	3%	3%	35 242 000	636 000	4%	6%		
January 2024	28 000 000	778 000	14%	0%	39 620 000	702 000	5%	4%		

#### **BRICK: BUDAPEST**

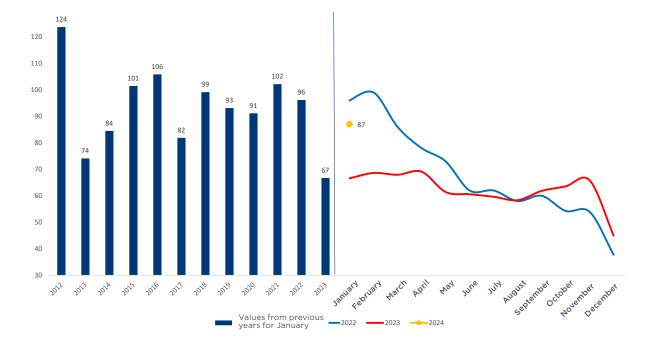
	BUDA					PEST				INNER CITY			
	price	m² price	change in listing price	bar- gain	price	m² price	change in listing price	bar- gain	price	m <sup>2</sup> price	change in listing price	bar- gain	
January 2023	98723000	1307000	5%	5%	44 341 000	718 000	5%	5%	66 707 000	1 017 000	2%	3%	
January 2024	76 021 000	1051000	4%	4%	43 435 000	806 000	5%	4%	55 060 000	1046 000	6%	4%	

Based on purchase prices of the given period of properties brokered by Duna 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**

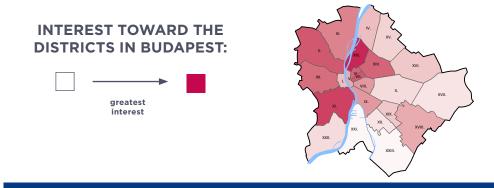
In January this year, the impact on demand of the renewed home purchase subsidies is clearly being felt. Duna House's Demand Index almost doubled from the end of last year, rising from 45 to 87 points, which can be considered good even compared to the previous year, and is up 20 points from a weak 67 points in January 2023.



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**

In January 2024, District 13 (Angyalföld) was the focus of interest for the largest share of Budapest property buyers, with 18.1% of them indicating District 13 as their preferred neighbourhood. This time around District 11 (Újbuda) came second with 16.7% of respondents. In the first month of this year, District 7 (Erzsébetváros), one of the inner-city districts of Pest, which is also favoured by investors, came third.



**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".

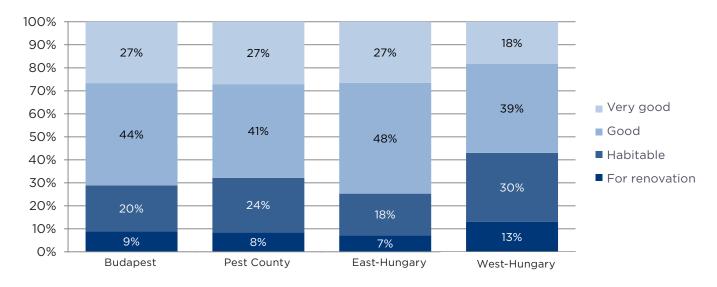
Data is analysed based on real estate transactions brokered by Duna House. The territorial distribution of DH transactions may differ from the territorial distribution of the market as a whole. Duna House Holding pursues its real estate agency activities mainly in Budapest and in major cities. Duna House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

DISTRICT	JANUARY 2023	JANUARY 2024
Bp. 01.	9,6%	7,7%
Bp. 02.	16,9%	15,1%
Bp. 03.	12,5%	12,5%
Bp. 04.	8,2%	7,5%
Bp. 05.	13,5%	9,4%
Bp. 06.	17,9%	14,5%
Bp. 07.	17,4%	15,5%
Bp. 08.	11,7%	10,5%
Bp. 09.	14,4%	10,7%
Bp. 10.	6,1%	5,2%
Bp. 11.	16,3%	16,7%
Bp. 12.	14,9%	13,8%
Bp. 13.	20,6%	18,1%
Bp. 14.	13,9%	14,7%
Bp. 15.	6,3%	6,0%
Bp. 16.	6,1%	6,6%
Bp. 17.	4,9%	4,6%
Bp. 18.	9,8%	8,8%
Bp. 19.	8,8%	7,0%
Bp. 20.	7,1%	4,6%
Bp. 21.	3,4%	2,8%
Bp. 22.	4,7%	4,8%
Bp. 23.	3,1%	1,5%



## **QUALITY PREFERENCES**

In January 2024, customers all over the country preferred to buy properties in a 'good' condition, with the highest share of 48% in Eastern Hungary. With the exception of Western Hungary, where the second most sought-after property condition was 'habitable', 'very good' was preferred to 'good' in all regions. Based on sales data, the proportion of properties to be renovated was smallest in the East, while buyers' propensity to renovate was strongest in the West, at 13%.



# TURNOVER SPEED (TIME NEEDED TO SELL)

January sales data show that the time it took to sell a property had increased compared to the same period last year. The fastest to change hands, in 3.2 months on average, were concrete block units in Eastern Hungary, while in the West it took more than 3.5 months to sell one, and in Budapest it was a month longer even. For brick and mortar homes, the figures are more consistent, with an average of 4.7 months needed to close a transaction both in the country and in the capital.

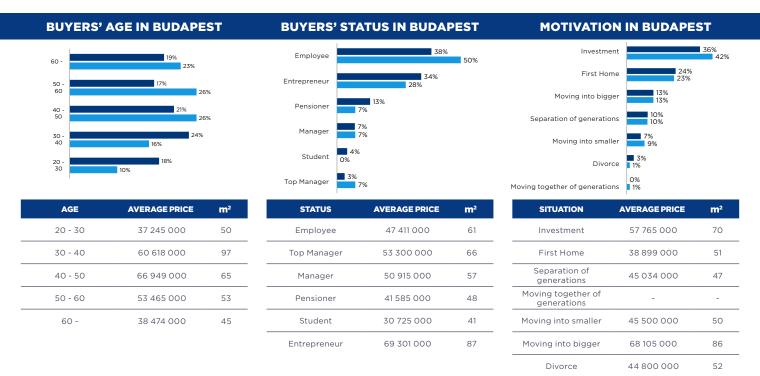
PANEL									
	TIME NEED OF SALE (DAY)								
	EAST	WEST	BUDA	PEST					
January 2023	53	65	79	55					
January 2024	96	109	137	139					

		BRICK						
TIME NEED OF SALE (DAY)								
	EAST	WEST	BUDA	PEST	INNER CITY			
January 2023	120	122	94	94	120			
January 2024	147	137	141	135	150			

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**

Among those buying a property in the capital, the majority (24%) were aged between 30-40 years old. 38% of buyers were employees, the main motivation for buying was making an investment (36%), and the proportion of first-time buyers was up 1 percentage point on last year. Customers spent HUF 57.7 million on apartments bought as an investment and HUF 38.9 million on their first home.



# **BUYER PROFILE IN THE COUNTRY**

According to data from transactions closed in January 2024 in the country, the most active buyer group was also aged 30-40, with 32%, and 61% of them were employees. In terms of buyer motivation in the country, first-time homebuyers outpaced investment buyers with 26%, whose activity declined by 13 percentage points compared to the same period last year. First home buyers spent HUF 30.6 million on their new home, while investment buyers spent HUF 27 million.

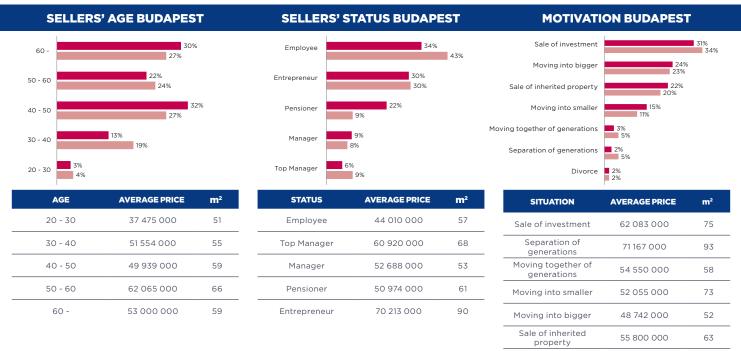
BUYERS' AG	E IN THE COUN	ITRY	<b>BUYERS' STAT</b>	US IN THE COU	JNTRY	MOTIVATION	IN THE COUN	TRY
60 -	12%		Employee	61	%	First Hom	e 22%	%
50 - 60	12%		Entrepreneur	21%		Investme		<u>3</u> 8%
30-00	23%		Pensioner 8%	<b>0%</b>		Moving into bigge	259 18%	%
40 - 50	30%		Manager 5%	%		Moving into small	er 11%	
30 - 40	24%	2%	Top Manager			Separation of generation	<sup>15</sup> 5%	
20 - 30	16% 11%		Student 0%			Moving together ogeneration		
AGE	AVERAGE PRICE	m²	STATUS	AVERAGE PRICE	m²	SITUATION	AVERAGE PRICE	m²
20 - 30	29 517 000	81	Employee	31 860 000	77	Investment	27 058 000	64
30 - 40	33 073 000	90	Top Manager	32 734 000	77	First Home	30 661 000	81
40 - 50	37 972 000	72	Manager	42 119 000	99	Separation of generations	25 816 000	59
50 - 60	42 583 000	85	Pensioner	27 630 000	52	Moving together of generations	41 634 000	107
60 -	29 380 000	59	Student	4 500 000	30	Moving into smaller	29 027 000	62
			Entrepreneur	45 335 000	90	Moving into bigger	51 174 000	103
January 20	023 📕 Janua	ry 2024				Divorce	22 256 000	70

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 properties and are, in view of current construction industry and property market conditions, performing a welcome activity.



# **SELLER PROFILE IN BUDAPEST**

According to the January 2024 data of Duna House, the age group between 40-50 years dominated among the sellers in the capital, 34% of whom were employees and 30% were self-employed. The majority (31%) were motivated by the sale of a previous real estate investment, but a significant 24% were also looking for a larger home. Families who sold their homes due to the separation of generations received the largest amount of money from the sale of their property, HUF 71.1 million on average.



## **SELLER PROFILE IN THE COUNTRY**

In the country, the proportion of people aged 60 and over among the sellers of properties sold through Duna House was high at 31%. 52% of those who advertised their homes were employees. The main reason to sell, at 29%, was parting with an inherited property, with 24% of sellers cashing in on their previous property investment, receiving an average of HUF 35.8 million in the sale.

Divorce

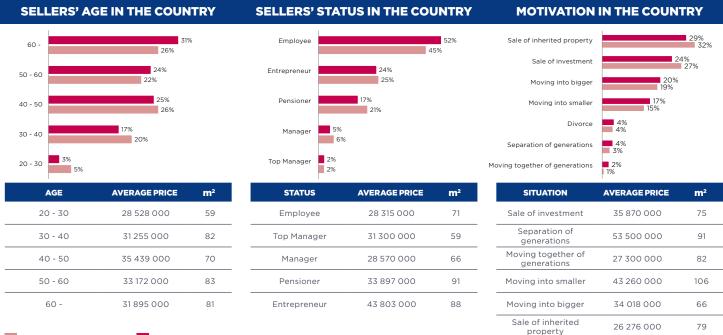
Divorce

63 500 000

33 534 000

81

63



January 2023

January 2024

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. For 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

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

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