



Welcome **TREEE**

your office one stop shop consultant

Providing strategic real estate consultancy services to developers, occupiers and investors alike.



Tree stands apart by integrating sustainability into its core mission.

We saw an opportunity and need to cultivate a more conscious approach to real estate and we envisioned a company where eco-friendly practices and innovative solutions could coexist, benefitting both clients and the planet.

From the outset, TREEE committed to sustainable development, encouraging the use of green building and energy efficient designs. We collaborate with clients to create office spaces that reduce carbon footprint and promote well-being.

TREEE's commitment to sustainability is embodied in its name, symbolizing their foundational values: Transformation, Responsibility, Environment, Employee Experience and Empathy - all with an eco-conscious twist. By championing these principles, we are setting new standards in the industry.

With over 30 years of combined market expertise, our team possesses great industry knowledge, along with the latest tools and resources to help you secure better deals.

We assist tenants throughout the complete leasing and purchasing journey, beginning with assessing specific requirements, identifying and touring suitable options, and guiding them through the lease or purchase negotiation process. With a proven track record of helping hundreds of businesses achieve favourable real estate outcomes, we prioritize client satisfaction. Our success hinges on understanding each client's goals and providing customized, objective advice tailored to your unique property needs.

In a world where environmental considerations are more important than ever, TREEE is leading the way, setting roots for a greener future.

Meet the Founders

Our story began in 2021, when we worked together at a leading real estate firm. We bounded over our shared passion for the industry and a dream of starting our own agency focused on integrity, sustainability and client relationship.

Our combined skills laid a strong foundation. Late-night brainstorming session turned into plans for a new business, and despite challenges, our determination never wavered. Finally, we launched TREEE, creating a unique approach that prioritized transparency and client satisfaction.



Otilia

Otilia brings over 12 years' of experience in commercial real estate, having participated in both landlord and tenant representation transactions. Before creating Treee, she coordinated the office team at Avison Young Romania. Prior to that, Otilia managed the leasing process for six major office developments in Bucharest as the landlord representative for Skanska Romania, providing her with a unique insight into landlord operations and negotiation strategies.

Projects involved in:

- Microsoft, consolidation, built to suit – 25,000 sqm
- Societe Generale, pre-lease – 12,000 sqm
- LSEG, pre-lease – 4,500 sqm
- NXP, pre-lease – 7,000 sqm
- Bucharest Stock Exchange, relocation – 2,500 sqm
- S&T, renewal & extension – 2,500 sqm



Louis Juhel

Louis Juhel has 15 years' experience in real estate out of which 12 in Romania. Louis has successfully completed more than 150,000 sqm in office transactions and has advised clients such as Orange, BNP Paribas, Lagardère Travel Retail, Cegedim, Bertrandt, Expleo in their office real estate strategy. Most notably, in 2018, Juhel advised IBM in the consolidation of their Bucharest operations in one of the largest office transactions of the year (12,000 sqm).

Projects involved in:

- Edenred Digital Center - 2,500 sqm
- Bertrandt – 2,200 sqm
- Japanese Embassy– 1,400 sqm
- HTSS –1,700 sqm
- Expleo - 3,000 sqm
- Webhelp- 4,800 sqm



Roxana

Roxana has 15 years' experience in Commercial Real Estate, being part of both Landlord and Tenant transaction teams. She coordinated the development and leasing process of more than 250,000 sqm of retail spaces and 100,000 sqm of office spaces within the Romanian market. In addition, she brings Project & Asset Management expertise, being involved also in land acquisition processes and fit-out execution

Projects involved in:

- Allianz HQ, pre-lease – 4,700 sqm
- City Bank HQ, pre-lease - 1,860 sqm
- Novo Nordisk, pre-lease - 1,150 sqm
- DKV Mobillity, pre-lease – 3500 sqm
- Every Matrix, renewal – 4,000 sqm

Our services



Transaction Management

We manage one-off and ongoing transactions by overseeing and coordinating all activities and documentation involved in real estate transactions, from initial negotiations to the final closing.



Tenant Representation

We work closely with our clients, navigating the complexities of occupying space together. We create real estate strategies that align with your business goals, negotiate on your behalf, and, if desired, can also facilitate the design and implementation of new interiors.



Landlord Representation

We provide be-spoke leasing and marketing services to investors and developers across Romania, to create value across all commercial real estate asset classes.



Flexible Office Space Solutions

We can provide options of flexible office spaces for your portfolio, assessing the trade-offs and doing a cost benefit analysis by incorporating such option.



Disposition & Subleasing

We can takeover the subleasing of your space, or part of space or property.



Sale & Leaseback

Every company continuously searches for the optimal balance between growth and security. We coordinate the sale of your property and your lease back from the new owner, offering you the benefits of reduced occupancy costs and maximizing your financial resources.

Client success stories



Building: Anchor Plaza
Leased area: 2,000 sqm & 200 sqm expansion

Case Study Bertrandt - Lease Renewal & expansion

Description:

Bertrandt, a prominent engineering company with operations in Bucharest, sought to renew its lease at the Anchor Plaza office building in 2024 for a space of 2,200 sqm.

Challenges:

Bertrandt aimed to secure favorable lease terms while maintaining its strategic location and ensuring its office needs were met. Balancing these priorities required careful negotiation in a competitive market.

Solution:

Leveraging our in-depth market expertise and strong relationships with landlords, we guided Bertrandt through strategic lease negotiations. Our approach focused on aligning lease terms with the company's goals while ensuring competitive offers.

Key Results:

- **Optimized Lease Terms:** Successfully negotiated a competitive rate per square meter, ensuring financial efficiency without compromising on location or quality.
- **Support for Office Enhancements:** Secured favorable terms to facilitate upgrades and improvements to the office space, aligning it with Bertrandt's requirements.

Case Study Timac Agrol Relocation

Description:

Timac Agro, a prominent company in the agricultural sector, relocated its office from a B-class building to a modern A+ office space in the vibrant Floreasca-Barbu Văcărescu area, one of Bucharest's most dynamic business hubs.

Building: Green Court, Floreasca-Barbu Văcărescu
Leased area: 920 sqm



Challenges:

Timac Agro sought to optimize its office space to align better with operational needs, enhance sustainability, and foster a more collaborative work environment, all while maintaining cost efficiency.

Solution:

We facilitated the transition by identifying opportunities to optimize space utilization, enabling a more efficient footprint. The new office space meets modern sustainability standards and offers a collaborative and dynamic work environment, supporting the company's operational and cultural goals.

Key Results:

- **Enhanced Work Environment:** Improved employee interaction and productivity through a thoughtfully designed office layout.
- **Sustainability Alignment:** Secured office space adhering to sustainability standards, reflecting Timac Agro's values.
- **Operational Efficiency:** Achieved optimized space utilization, ensuring financial efficiency while supporting growth objectives.

Client success stories



Office Building:
Oregon Park
Leased area:
1,200 sqm

Case Study TCL | Relocation

Description:

We supported TCL Technology, a leading global consumer electronics manufacturer, in relocating their Bucharest office to Oregon Park, a modern Class A office complex, securing a 1,200 sqm space tailored to their needs.

Challenges:

TCL Technology faced two key challenges:

- The need to upgrade the office environment to enhance the experience and efficiency of their customer service employees.
- A tight relocation timeline that required a swift and seamless transition to minimize operational disruptions.

Solution:

Our team focused on identifying a high-quality office space that met TCL's requirements for modern infrastructure, employee comfort, and proximity to key amenities. Oregon Park was selected for its state-of-the-art facilities and adaptable layouts. We facilitated every step of the process, from lease negotiations to coordination of the relocation within the limited timeframe.

Key Results:

- **Enhanced Work Environment:** The new office offers improved amenities and an upgraded workspace designed to support productivity and employee satisfaction.
- **Timely Relocation:** The move was completed within the short deadline, ensuring TCL's operations continued without interruption.
- **Strategic Location:** Oregon Park's excellent infrastructure and accessible location support TCL's long-term goals in Bucharest.

Case Study Softeh Plus | Relocation

Description:

We provided strategic guidance to Softeh Plus, to relocate from a C-class office building, to an A-class office building.

Building:
Timpuri Noi
Square
Leased area:
1,150 sqm



Challenges:

The main challenge was optimizing the company's office space to align more closely with their operational needs. Additionally, it was crucial to ensure that the new office met sustainability standards while providing sufficient room for future expansion.

Solution:

Relocating to an A-class, multi-phase office project within the same sub-market, occupying a single floor with the potential for future expansion if necessary.

Key Results:

This transition led to improved employee satisfaction and interaction, creating a more productive work environment that aligns with Softeh Plus' growth objectives.

Case Study Mercury 360 | Renewal



Building:
Equilibrium
Leased area:
1,200 sqm

Description:

We had the pleasure of working with Mercury 360, a full-service marketing communication agency, to renegotiate their commercial lease terms and extend their lease duration, ensuring they have a stable environment to support their creative operations.

Challenges:

Mercury 360 faced several key challenges:

- The agency required flexibility in their lease terms to adapt to fluctuating business needs and market conditions.
- Rising rental costs were impacting their operational budget, making it essential to secure more favorable commercial terms.
- The need for a longer lease term was critical for strategic planning and stability in their workspace.

Solution:

Our approach focused on crafting a tailored solution for Mercury 360:

- Conducting a detailed analysis of the existing lease terms and the current market landscape to identify opportunities for renegotiation.
- Engaging in constructive discussions with the landlord to advocate for more favorable conditions, including revised rental rates and extended lease duration.
- Ensuring that the revised package included terms that provided additional flexibility and security for Mercury 360's future operations.

Key Results:

- **Successful Renegotiation:** Mercury 360 achieved a more favorable commercial package, resulting in reduced rental costs that positively impacted their operational budget.
- **Extended Lease Term:** The agency secured an extended lease term, providing them with the stability needed for long-term strategic planning and growth.
- **Increased Agility:** With the new lease conditions in place, Mercury 360 can now focus on their core business activities with the confidence that their workspace aligns with their evolving needs.

Case Study Compania Municipal Relocation

Description:

Compania Municipala Energetica Servicii, a state-owned entity supported by the Municipality of Bucharest, relocated its offices to City Business Center, a modern office space located near Bucharest City Hall to meet operational and development needs.



Leased area:
1,100 sqm

Challenges:

The company needed a fully equipped new space that aligned with its strategic goals and operational efficiency within a tight timeframe of 1.5 months. Additionally, navigating the internal bureaucracy to obtain the necessary approvals for the relocation posed a significant challenge within the limited timeframe.

Solution:

We facilitated the transition by selecting City Business Center as the ideal location, offering a modern and flexible workspace that supports productivity and collaboration. The new space was designed to enhance workflow efficiency and create a dynamic work environment tailored to the company's needs. Our team worked closely with the company's internal departments to streamline the approval processes and ensure all administrative requirements were met promptly.

Key Results:

- **Operational Efficiency:** Improved space utilization that allows for seamless operations and better resource management.
- **Strategic Positioning:** The relocation to City Business Center near Bucharest City Hall strengthens collaboration and communication.
- **Timely Execution:** The project was successfully completed within the 1.5-month timeframe, overcoming bureaucratic hurdles and ensuring a smooth and efficient transition.

Client success stories



Building:
Crystal Tower
Leased area:
920 sqm

Case Study TPA | Relocation

Description:

Leading company in tax advisory and auditing services decided to relocate its operation in a modern office building from a historical villa.

Challenges:

The relocation process was lengthy and involved numerous stakeholders throughout the entire process. Foremost, the challenge consisted in understanding and “selling” internally the benefit of relocating in an office building, which came with major changes in their way of working, from fully closed offices spanning over 4 floors to all the departments in one floor, with many open space areas.

Solution:

We successfully found a great space for TPA's relocation in an A-class office building in the city center, offering a lot of natural light on the floor and a great outside terrace dedicated to TPA's employees to enjoy a cup of fresh air as many times as they want per day.

Key Results:

Employee satisfaction at its best, due to building location, amenities and the way they fitted out the space to enhance communication and better interaction between departments.

Case Study Expleol Relocation

Building:
Afi Park
Leased area:
3,000 sqm



Description:

We provided strategic consultancy for Expleo, a global engineering and technology consulting company, facilitating their relocation to AFI Park 4, a premium Class A office building in Bucharest.

Challenges:

- **Office Upgrade:** Transitioning from a C-class building to an A-class office space to enhance employee experience and align with their brand image.
- **Space Optimization:** Consolidating operations onto a single floor to improve efficiency and collaboration.
- **Future Growth:** Securing additional space to support their expansion plans without committing to unnecessary upfront costs.
- **Cost Management:** Balancing the need for a high-quality workspace with the financial impact of relocation and fit-out investments.

Solution:

- **Strategic Location:** AFI Park 4 offers excellent metro access, premium amenities, and a vibrant business environment, making it ideal for attracting and retaining top talent.
- **Partially Fitted Space:** The 2,000 sqm premises came partially fitted, significantly reducing CAPEX for interior works.
- **Expansion Flexibility:** We negotiated an adjacent 1,000 sqm expansion option, giving Expleo 12 months to scale their operations as needed.
- **Lease Terms:** Favorable lease conditions were secured, ensuring cost efficiency and flexibility for the company's growth trajectory.

Key Results:

- **Enhanced Employee Experience:** Moving to an A-class building provided Expleo employees with a modern, collaborative workspace that supports productivity and well-being.
- **Optimized Operations:** The single-floor layout streamlined communication and workflow, improving efficiency across teams.
- **Flexible Space Planning:** The negotiated lease terms and expansion option gave Expleo the ability to scale efficiently, adapting to future growth needs without immediate financial pressure.
- **Cost Savings:** By leveraging the partially fitted space, Expleo minimized fit-out expenses while benefiting from high-quality infrastructure.



Building:
Campus 6.1
Leased area:
1,000 sqm

Case Study: Revelsi | New lease from sublease

Description:

We had the opportunity to assist Revelsi Romania in securing a tailored office space of 1,000 sq. m., transitioning from a subleasing arrangement to a direct lease with the landlord.

Challenges:

Revelsi faced several significant challenges:

- They had been subleasing the office space from another company, which ultimately decided to terminate that lease, creating an urgent need for a new arrangement.
- The company required a quick transition to avoid disruption in operations and to maintain their business continuity.
- Finding a suitable space that met their requirements for growth and operational efficiency was essential.

Solution:

Once the opportunity arose to lease the space directly from the landlord, we swiftly acted to facilitate the process. Our solution involved:

- Conducting a thorough assessment of the available space to ensure it met Revelsi's operational needs and future growth plans.
- Negotiating favorable lease terms directly with the landlord, ensuring alignment with Revelsi's budget and requirements.
- Coordinating logistics for a smooth transition, minimizing downtime and ensuring a seamless move into the new space.

Key Results:

- **Successful Transition:** Revelsi was able to secure a direct lease for the 1,000 sq. m. space swiftly, avoiding any operational disruptions.
- **Enhanced Stability:** The direct lease arrangement provided Revelsi with greater control over their office space, allowing for future adjustments as the company expands.
- **Optimized Operations:** The new lease facilitated operational efficiencies and positioned Revelsi for continued growth in a prime location.

This case exemplifies our commitment to supporting client needs with timely solutions, ensuring their operational stability and capacity for growth in a competitive market.

Case Study Veridion | New Lease

Description:

We provided strategic consultancy for Veridion, a fast-growing Romanian startup in the Artificial Intelligence industry, facilitating their relocation to Skytower, a landmark Class A office building in Bucharest.

Building:
Sky Tower
Leased area:
580 sqm



Challenges:

Veridion faced several key challenges:

- Rapid growth required a larger and more attractive office space to support their expanding team and brand image.
- The relocation and office setup needed to be completed within a strict six-month deadline.
- Efficient planning was essential to manage interior fit-out costs effectively.

Solution:

We focused on identifying a modern office building with:

- A central location offering excellent metro access and visibility to attract top talent.
- Amenities such as malls, restaurants, and gyms to enhance employee satisfaction.
- Flexible floorplates and advanced technical features to streamline the fit-out process and optimize costs.

Skytower was selected as the ideal solution, providing state-of-the-art infrastructure and adaptability for Veridion's needs.

Key Results:

- **Timely Transition:** The move and interior works were completed within the six-month deadline.
- **Optimized Costs:** Leveraging the building's modern infrastructure minimized fit-out expenses compared to traditional office spaces.
- **Enhanced Workplace:** Veridion now operates from a high-quality office that supports growth, reinforces their innovative brand, and attracts top talent in a competitive industry.

Our founders' Track Record

Tenant Side:

 IBM 12,000 mp The Bridge	 Orange 7,000 sqm Europe House	 BNP Paribas 6,000 sqm Oregon Park	 Expleo 3,000 sqm Afi Park	 S&T 2,800 sqm One victoriei Center	 Bertrandt 2,000 Anchor Plaza	 TPA 1,000 sqm Crystal Tower
 Revel Business Group 1,000 sqm Campus 6.1	 Mercury 360 1,000 sqm Equilibrium	 Timac Agro 900 sqm Green Court	 Sportvision 800 sqm Afi tech park	 MIGSO 600 sqm The Light One	 Tupperware 600 sqm Metropolis Center	
 Softex Plus 1,000 sqm Timpuri Noi Square	 Expressoft 550 sqm Floreasca Park	 TCL 1,200 sqm Oregon Park	 Bawi Construction 700 sqm Crystal Tower	 Veridion 600 sqm Sky Tower	 HTSS 1,600 sqm J8	

Landlord Side:

 Microsoft 22,000 sqm Campus 6.2&6.3	 Societe Generale 12,000 sqm Campus 6.3	 NXP 7,000 sqm Campus 6.1	 LSEG 3,500 sqm Campus 6.1	 Capgemini 3,500 sqm Green Court	 Novartis 1,200 sqm Equilibrium	 Allianz 4,700 sqm Tiriac Tower	 Citibank 1,860 Tiriac Tower	 Novo Nordisk 1,150 sqm Tiriac Tower
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 U Center


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Your Dream Office

Our Mission

Contact us:

Otilia Bordei

Partner

✉ otilia@treee.ro
☎ +40 727 644 019

Louis Juhel

Partner

✉ louis@treee.ro
☎ +40 770 192 841

Roxana Ilie

Partner

✉ roxana@treee.ro
☎ +40 724 276 512

