

LOEBLUS.AT

green. urban. living.



ROOFTOP PROJECTS



developed by  LOEBLUS.AT

the company:

loebus.at develops and accompanies superior urban residential projects for owners and investors, with a focus on roof top projects in Vienna (innovative urban homes: "rooftop projects").

the core competence of **loebus.at** lies in realty project development and project management with a holistic approach.

vision & mission:

„sustainable, customised and flexible homes for the urban family“



motivation & outlook:

based on high personal standards, combined with a good portion of idealism, it is our goal to establish

"rooftop projects,,

as an honest, top-quality and innovative real estate product.

the marketing concept focusses on the slogan

"green. urban. living."

in setting and professionally communicating high standards for the product.



business concept:

roof top projects in vienna – there are many!. most, however, focus only on maximizing floor area and minimizing construction costs. often, they, therefore, fail to meet the customers individual requirements.

with "rooftop projects" **loebus.at** offers an honest, user-friendly and ecologically sustainable product, creating a special lifestyle feeling within the city´s prominent, high-quality infrastructure.

the clearly communicated concept und universal quality standards allow sales in an early project stage, paired with all-encompassing customer support in the design phase, it is the key to customer satisfaction and economic success.

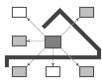


services:



project development

we develop holistic, sustainable and economically sound realty projects.



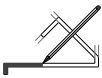
project management

we have extensive experience in the coordination of complex building projects.



project control

we make best use of the given resources, in order to achieve the defined quality in the time-frame foreseen.



design

together with our partner network we offer you the competence that will allow you to fulfill your dreams!

accompanied by mediation



usps:

loebus.at offers owners, investors and consumers the pro-active development of the innovative lifestyle product "rooftop projects":

- long-term economic competitiveness
- comfortable and flexible
- high architectural standards
- individually designed to suit the location

for the specific project, we also offer the coordination of Marketing & sales, as well as a special design service for the individual customer:

„design by mediation“

this method ensures an optimised balance of interests and avoids extra costs or deficiencies due to late design changes.





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concept:

the product "rooftop projects" stands for a new urban lifestyle.

the slogan "green. urban. living." describes on one hand „a green oasis in the city", which provides the residents with an individual, free space within the valuable urban infrastructure and, on the other hand, an ecologically optimised design and construction, with the goal to be largely independent of outside energy sources.

"rooftop projects" combines the advantages of the existing urban infrastructure with the ambiance of a special location!

the goal is to create an all-encompassing urban living concept, considering all social, economic, ecological and technological aspects, in order to provide additional value to the user in everyday life.

⇒ urban – and suitable for all ages!



product strategy:

- suitable for daily use => user-friendly design
- long-lasting / good workmanship / on a human scale, sensual, natural
- economical & ecological (energy-saving at full comfort)

quality standards:

- top-quality architecture
- terraces on main living floor
- generous & flexible floor plans
- intranet / concierge services
- in-house garage



luxurious living with abundant amenities...



...large terraces on living room floor

- no-step access through large sliding doors
- lighting, water- and electrical connections
- mit beleuchtung, wasser- und stromanschluss
- design-integrated flower beds, trellisses and pergolas

...exciting and flexible floor plans

- adjoining, self-contained connecting flats (au-pair, etc.)
- vertical space on duplex floors
- min. 2,70m ceiling height in all major areas





luxurious living in certified low-energy construction...

- highest comfort at low maintenance costs:

- controlled living space ventilation with heat recovery
- floor heating and cooling
- upon request with open fireplace
- geothermal & solar energy for heating and warm water
- use of rain- and recycled water
- sun protection
- sound-proof, high-quality windows and facade systems



barrier free / easily accessible for all ages...

- live happily now – and in the future:

- generous stair- and door widths
- no-step access from street to apartment level
- no-step access to the terrace
- floor-level showers and bath tubs



target group / market:

- quality-conscious, critical consumers (e.g. "lohas" - lifestyle of health and sustainability)
- independent, active people
- international customers (un, embassies)

the current economic situation results in a growing trend to invest in realty as a safe harbor in times of inflation.

vienna is (acc. to the well-known mercer-study) one of the cities with the highest standard of living globally, with still low costs of living in comparison.

therefore, additionally to the demand due to a growing population and an increasing number of single households, there is also a high foreign demand for vienna's residential real estate.



company car design

target area / market:

the target area for the development of "rooftop projects" is the area along the danube canal between „karmelitermarkt" in the 2nd and „rochusmarkt" in the 3rd district, an area with high potential due to its vicinity to both the city centre and the prater.

the danube canal has become one of the new cultural and leisure hot spots in town, with bars and beaches along its sides. the public and individual means of transportation are very good and the city centre can be reached easily on foot.

the competitors are largely developing without the holistic, user-oriented concept of "rooftop projects".

the city government supports the principle of investing in existing urban space.

(to sustain the population density & make use of existing infrastructure)

"rooftop projects" is a quality product that can persist -
independently of the economic situation!





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