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ASSET MANAGEMENT / CENTERMANAGEMENT

An extract of important references from the last years

TownTown / Vienna

The commercial management and administration of the overall terrain in the TownTown property were assumed by a subsidiary of Donau-Finanz. Our principals included renowned real estate funds and institutional investors, for which we are managing more than 100,000 sqm within the framework of this project.

Extensive reporting and settlement systems were designed in consultation with our principals, and our expert team is continuing to manage and improve these.

In addition, Donau-Finanz was responsible for renting the office and commercial space, and it managed site-oriented advertising and marketing measures.

Meiselmarkt / Vienna

At the time that our team assumed the shopping center management, only about 40% of the commercial space of the property had been rented. A relaunch and restructuring concept was immediately developed, which was implemented in the following months.

The rental department of Donau-Finanz proceeded to manage rentals, including the cancellation, relocation and new rental of commercial space, thereby achieving full occupancy of the object in the short-term. Chain stores, such as Conrad Electronic, dm and McDonald's, strongly leaned on the skills of the shopping center management and the work of our advertising and marketing departments.

The overall presentation of the shopping center was substantially improved with a new logo and a new events and promotions strategy, while massive cost optimization measures were implemented for the benefit of the tenants and the owners.



TownTown / Vienna

Columbus Center / Vienna

Starting with the project concept, the team of Donau-Finanz supported the development of this center for several years, including the center and property management during ongoing operations.

All relevant services were provided to the owners, which were necessary for the preparation and final implementation of a retail trade property that included approximately 16,000 sqm of commercial space. Our services included the development of a retail mix concept, cooperation in the development of the architectural concept and finally the rental of the commercial space, furthermore including the development of a CI and a marketing concept.

When the property was commissioned, Donau-Finanz assumed responsibility for the comprehensive management of the shopping center and the commercial administration of all shopping areas, including an underground garage with about 400 parking slots that was available in the object.

Landhausboulevard / St. Pölten

Due to our long-term experience, we were asked by the Federal State of Lower Austria to prepare a SWOT analysis and a utilization concept for its weakening retail trade sector.

The result of this evaluation made a massive restructuring and re-orientation of the retail trade surfaces necessary, which is why Donau-Finanz took over rental surfaces amounting to 5,200 sqm on the Landhausboulevard as a general tenant.

The center management department of Donau-Finanz subsequently carried out or proposed measures at its own risk, and it rented out all commercial surfaces to companies and users from the retail and services sector that had innovative concepts.



Landhausboulevard / St. Pölten

Passage City Center / Linz

Donau-Finanz was at first mandated to prepare a complete refurbishment, repositioning and relaunch of this City Center. As a result we were then hired for the Center Management.

The realignment program, which was developed by Donau-Finanz in cooperation with the owners, led to a cancellation of rental contracts or a relocation of tenants and new rentals, so that the corresponding commercial surfaces could be made available to an anchor tenant, namely Peek & Cloppenburg, which had been recruited by our rental department. The entire marketing, advertising and events strategy was also modified to meet the new circumstances. Under our guidance, and with the aid of specialists in building technology and infrastructure, the operating costs of the center were reduced by a double-digit percentage.

SCS / Vösendorf

Shopping center management, marketing and development, of what used to be the largest shopping center of Europe and has a rentable commercial surface of more than 200,000 sqm, was for many years the personal responsibility of Dr. Michael Kraus, Senior Partner of Donau-Finanz.

In the course of our activities, various developments and executions of annexes and extension buildings were carried out, such as Austria's first multifunctional center and multiplex cinema.