

What is EKRK?

European Club of Real-Estate Agencies ? Essential Principles of Work

The European Club of Real-Estate Agencies ? EKRK is a network of real-estate agencies cooperating and supporting each other on an international scale. This network is currently formed by several hundred real-estate agencies from virtually all over the world. In the Czech Republic ? its home country ? alone there are over 60 member real-estate covering the entire country. Members of EKRK include important Czech real-estate agencies. The seat of EKRK is Hanácká realitní kancelář, s.r.o., Olomouc, which initiated the establishment of this professional association of real-estate agencies (in 1993).

Membership in EKRK does not preclude membership in another professional union or association. Thus a number of real-estate agencies are members of several other important organisations active within the real-estate profession at one time: FIABCI, Realtor, CEREAN, ICREA, ARK, etc. The members of EKRK meet annually at the Club?s meeting and discuss the latest trends in the world of real-estate.

The members of EKRK take advantage of server www.ekrk.eu in their work. This server is used for centralizing the placement of jobs, for which the members must have an exclusive sales contract. The advantages provided by this server are as follows:

- The jobs will reach countries other than the home country of the respective EKRK member so another Club member may further trade with this real-estate. This considerably expands the trading possibilities in new territories.
- After inputting the real-estate into the system, it can be viewed not only by the EKRK members but also by our future clients considering the purchase of a real-estate in the Club members? country. Besides minor investors there are also various financial groups, developers, banks, trusts, etc.
- The EKRK members, as compared to other international servers, work with a maximum efficiency, i.e. spend only the necessary funds on advertising. Our credo is to be able to maximize advertising at a minimum cost, thus speeding up the sale of our real-estate.
- Stirring of the real-estate market and speeding up the sale of real-estate, including abroad. The sale of foreign real-estate on the Czech market is presumed to be conducted in a similar fashion. Not only for this purpose the EKRK member real-estate agencies follow the Code of Conduct of the EKRK Club. Misconduct or serious malpractice of an EKRK member is grounds for its expulsion from the Club.
- Cooperation within a joint server allows for defence against unfair practices of real-estate agencies and against the competition of foreign franchise companies.

Petr Korytar
President of EKRK