

HOME BALANCE PROJECT

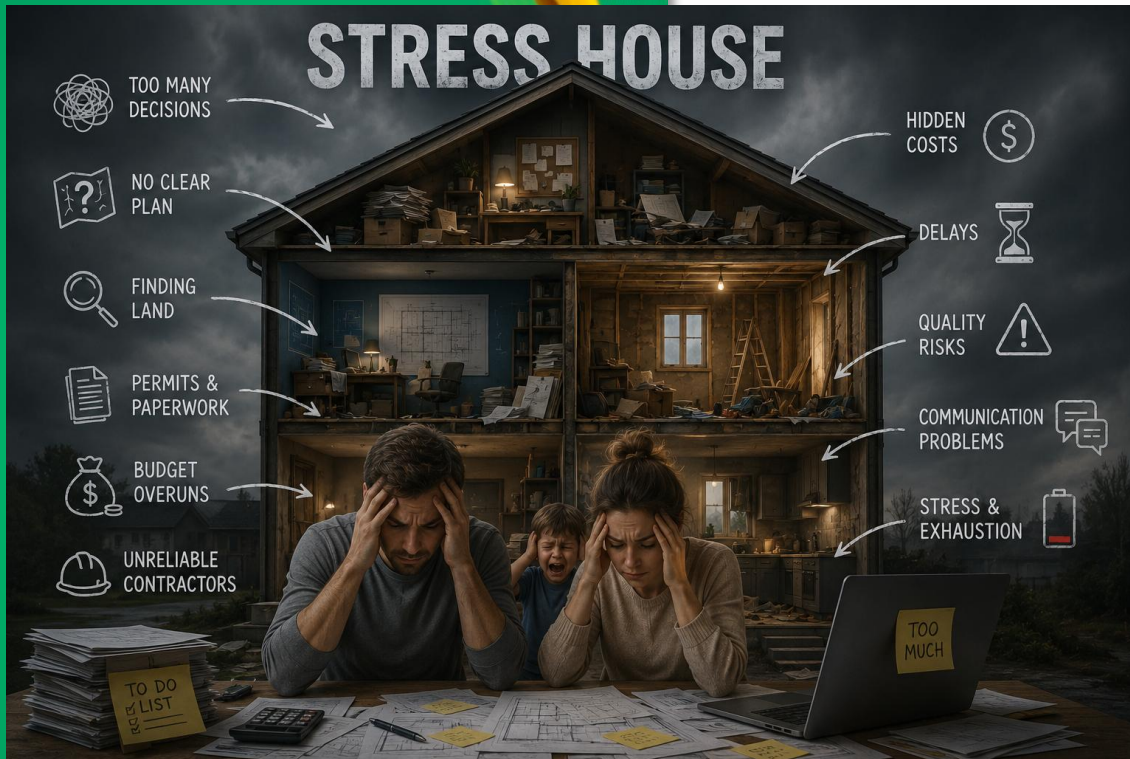
Affordable Frame Houses for Families in Latvia (ALTUM-ready)

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PROBLEM



- There is a lack of affordable new housing for families in Riga and nearby areas
- Apartments are often too small and expensive
- Building a house is complex, stressful, and unclear for most people
- Buyers are afraid of hidden costs and unreliable contractors

☞ *Result: many families delay or avoid buying a home*

CUSTOMER PAIN

- Too many decisions
- Too many contractors
- No clear process
- Fear of mistakes
- Time-consuming



TIME



MONEY



STRESS

SOLUTION



- Ready-to-build frame houses with a simple and transparent process
- Fixed pricing and clear steps
- Full support from land selection to final handover
- Optimized for ALTUM program requirements

👉 **We don't just build houses — we manage the entire process**

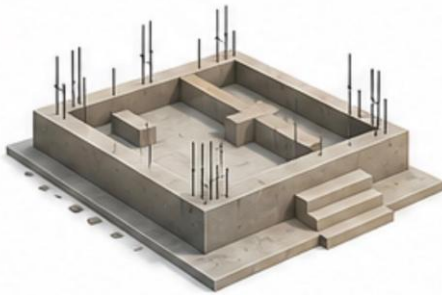
WHAT WE TAKE CARE OF



LAND / PLOT



LAND PREPARATION



FOUNDATION



HOUSE



INTERIOR

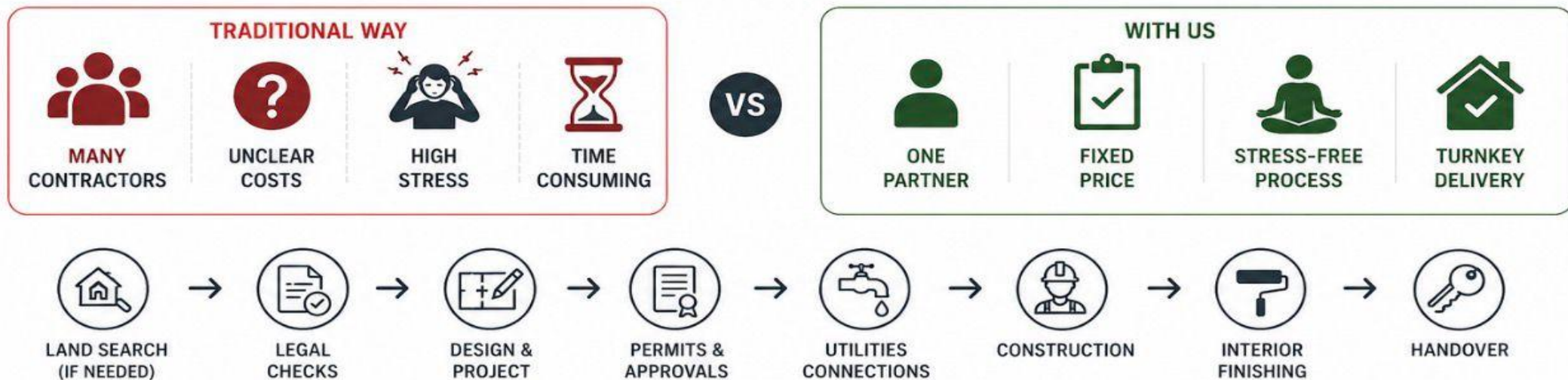
From empty land to ready home:

- Land search (if needed)
- Legal checks
- Land preparation
- Utilities
- Design & permits
- Construction
- Interior finishing
- Handover

👉 Client just pays and makes decisions

PRODUCT

- ✓ Frame houses (80–130 m²)
- ✓ Formats: Individual home / twin houses / row houses
- ✓ Delivered “turnkey”



TARGET AUDIENCE

- Families with children
- First-time home buyers
- ALTUM program clients
- People looking to move from apartments to houses



👉 *They value clarity, safety, and predictable costs*



COMPETITION

Direct competitors:

- Frame house construction companies

Indirect competitors:

- New apartment developments
- Secondary market housing
- Individual house construction

☞ *Most competitors focus on construction, not customer experience*

UNIQUE VALUE PROPOSITION



- “House as a Service” concept
- Transparent and guided process
- Fixed and predictable pricing
- Full client support from start to finish

We don't sell houses.

👉 We deliver a stress-free path to home ownership.



BUSINESS MODEL

- Revenue from house sales (construction margin)
- Additional services:
 - ✓ Land sourcing
 - ✓ Transaction support
 - ✓ Customization options

☞ *Integrated product + service model*

LOCATION STRATEGY

- ✓ Focus on emerging areas (e.g., Vecdaugava)
 - ✓ Lower land costs compared to central Riga
 - ✓ Potential for long-term growth
- 👉 *Early positioning in developing locations*





GO-TO-MARKET STRATEGY

- Personal client base (real estate experience)
- Facebook Marketplace and online platforms
- Direct sales
- Partnerships with developers and land owners

☞ *Leveraging existing trust and network*



FINANCIAL OVERVIEW

- Average cost per house: €219 000
- Selling price: € 300 000
- Estimated margin: 27%

☞ *Scalable with volume*



RISKS & CHALLENGES

- Area development perception
- Small initial project scale
- Market competition

Mitigation:

- Focus on niche (affordable family housing)
- Strong client-oriented approach
- Gradual scaling



FOUNDER

Alena Kaikova

- 8+ years in real estate
- Strong expertise in client needs and transactions
- Experience in sales, negotiations, and market analysis

👉 ***Deep understanding of customer pain points***



ASK

- Feedback on business model and positioning
- Guidance on scaling strategy
- Connections to potential partners and investors

👉 *Open to collaboration and strategic development*

THANK YOU

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