

Registration

Session I: New Rhythm, New Reflexes - Opportunities and Strategies for the Profession

The opening session of REA SUMMIT 2025 – Powered by Pénzcentrum offers a comprehensive professional overview of the current state of the real estate brokerage sector, along with the key challenges and opportunities that will shape its near future. Leading industry players and decision-makers will share their insights on the latest market trends with a particular focus on the Hungarian housing market, regional specificities, and global influences. Special emphasis will be placed on business and technological innovations that support the sector's long-term renewal. Attendees will gain practical insights into current sales and pricing strategies, along with guidance on how to prepare for market changes and turn them into a competitive edge.

Moderator: Dániel Csorba, ingatlanértékesítő, jutuber, nörd, dandan.hu

13:25 - 13:30 Welcome speech

This year, the key players of Hungary's real estate brokerage sector come together once again! Let us build the future of the profession together!

Speaker:

Bálint Nagy, Senior Editor, Pénzcentrum - HRCentrum

13:30 - 13:55 Exclusive Opening Panel: Has the Law on the "Protection of Local Identity" Brought About Any Changes?

Moderator: **Gergely Ditróy**, Business Development Director, Portfolio

Speaker:

Dr. Tibor Navracsics, Minister of Public Administration and Regional Development, Government of Hungary

13:55 - 14:10 A New Era in the Property Listings Market - How to Become the Winner of the Competition

Speaker:

Zsuzsa Lipták, CEO, zenga.hu

14:10 - 14:50 Leaders on the Frontline: Where Is the Real Estate Brokerage Market Headed?

Moderator: **Gábor Kiss**, Managing Director, Metrodom Kivitelező Kft., IFK, Vice-chairman

Conversation participants:

Balázs Heinrich, Sales Deputy CEO, OC Holding

Zsuzsa Lipták, CEO, zenga.hu

Ferenc Máté, Deputy CEO, Member of the Board, Duna House Group

14:50 - 15:30 Where Is the Money, and Where Is the Market? What Forces Will Shape Real Estate Trends in the Coming Years?

Moderator: **Balázs Sándorfi**, Founder, CEO, Bankmonitor.hu

Conversation participants:

Márton Bókay, Deputy Secretary of State for International Financial Relations, Ministry of National Economy

Péter Futó, Senior Analyst, zenga.hu

András Pásztor, Fundamenta Value Chain Manager, Fundamenta Ingatlan

Máté Szoboszlai, Partner, Business Development and Investment Director, Faedra Group

Coffee break

Session II: New Frameworks, Renewed Roles - How the Brokerage Profession Is Adapting to External Pressures

The second session of the REA SUMMIT 2025 - Powered by Pénzcentrum conference focuses on three key areas: changes in the regulatory environment, with particular attention to the law on the "protection of local identity", the new framework for the Airbnb market, the E-ING system, and the register of building managers. It will also analyse how real estate reality shows shape the profession's public perception. Finally, the session will introduce modern, sales-

supporting solutions that contribute to the professionalisation of brokerage work and the enhancement of client experience.

Moderator: Dániel Csorba, ingatlanértékesítő, jutuber, nőrd, dandan.hu

15:45 - 16:05 Kalmárok Extra: Let's Talk About the 3% Home Start Loan - But Seriously This Time!

Speakers:

Dániel Csorba, ingatlanértékesítő, jutuber, nőrd, dandan.hu

Péter Görzsöny, Real Estate Software Developer, Gorzsonypeter.hu

16:05 - 16:20 Presentation

16:20 - 16:50 Regulatory Shifts and Legal Updates - What Brokers Need To Know

Moderator: **Dr. Dániel Ódor MRICS**, Partner, Taylor Wessing

Conversation participants:

Dr. György Gémesi, President, Magyar Önkormányzatok Szövetsége, Mayor of the town of Gödöllő

Dr. Bianka Ilona Szabó, Dr. Bianka Ilona Szabó, independent lawyer, Member of the Zalán and Szabó Law Firm

16:50 - 17:20 Real Estate Brokerage and Show Business: Reality or Distortion? How Do Real Estate Reality Shows Shape the Image of the Profession?

Moderator: **Márton Orosz**, Director of Content Development, Portfolio Csoport and Portfolio Podcast Lab

Conversation participants:

Ábel Gergő Kollár, Managing Director, Intor Ingatlan Kft.

Gábor Répássy, Office Owner, Rock Home

Szilvia Szabó, Founder, Main character, Flow Ingatlan, RTL Ingatlanvadász

17:20 - 18:05 From Client Experience to Results - Innovative Tools and Effective Professional Competencies in the Service of Sales

Moderator: **Levente Hörömpöli-Tóth**, Journalist, Portfolio

Conversation participants:

Nóra Bíró, Sales Trainer, Body Language Expert, MOST Hungary

Imola Fodor, Home Stager, Real Estate Developer, Marketing Expert, Imola Fodor Interiors

Patrícia Frank, Stylist, Style and Color Consultant

László Kovács, founder, company director, 3D Scan Plus

János Pacsek, Sales expert, BestLine Consulting Ltd.

Bubble Time & Informal Networking With Leaders of the Brokerage Market

Join us for a glass of sparkling wine after the professional programme, and do not miss the opportunity to build connections with conference participants and speakers!