

REA 2025 SUMMIT - Powered by Pénzcentrum program

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

13:30 - 14:00 Opening presentation

14:00 - 14:15 Presentation

14:15 - 14:55 Leaders on the Frontline: Where Is the Real Estate Brokerage Market Headed?

14:55 - 15:35 Where Is the Money, and Where Is the Market? What Forces Will Shape Real Estate Trends in the Coming Years?

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.

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15:50 - 16:00 Presentation

16:00 - 16:15 Presentation

16:15 - 16:45 Regulatory Shifts and Legal Updates - What Brokers Need To Know

16:45 - 17:15 Real Estate Brokerage and Show Business: Reality or Distortion? How Do Real Estate Reality Shows Shape the Image of the Profession?

17:15 - 17:45 From Client Experience to Results - Innovative Tools and Effective Professional Competencies in the Service of Sales

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!