

---

# Bosnia Ultra-Luxury Real Estate

Competitor Price Analysis – Price per m<sup>2</sup> in USD

I LOVE BOSNIA – Breza Project | Market Benchmarking Report

---

May 2026 · Confidential · Strategic Pricing Analysis

## 01

### Market Landscape Overview

Three distinct price tiers in Bosnia's ultra-luxury market

Full competitor matrix: 12 projects analyzed

## 02

### Price per m<sup>2</sup> Analysis

Detailed price benchmarking across all competitors

Apartment vs villa segment comparison with charts

## 03

### Breza Strategic Positioning

Breza at \$3,500/m<sup>2</sup>: Competitive positioning analysis

Strategic recommendations for branded luxury wellness

# CHAPTER 01

## Market Landscape Overview

---

Bosnia's ultra-luxury market: 12 key competitors analyzed

## Market Overview

12 ultra-luxury projects analyzed across Sarajevo and surrounding regions

12

### TIER 1 – ULTRA-PRIME APARTMENTS

**\$4,400–\$6,500**

per m<sup>2</sup> USD

- Park Residence – \$4,425–\$5,605
- Begluk – \$4,765–\$5,310
- Skender Brick – \$4,130–\$4,720
- Central Sarajevo Premium – \$4,720–\$6,490

### TIER 2 – HILLSIDE LUXURY VILLAS

**\$3,000–\$4,900**

per m<sup>2</sup> USD

- Private Ultra Villas – \$4,800–\$4,900
- Dar Al Arkan – \$4,250–\$4,350
- Roof Gardens – \$3,950–\$5,015
- Poljine Hills Villas – \$3,450–\$3,550

### TIER 3 – RESORT & MOUNTAIN

**\$2,875–\$3,550**

per m<sup>2</sup> USD

- Bosmal City Center – \$3,800–\$3,900
- Breka Hills – \$3,245–\$3,835
- Iskra Residence – \$3,050–\$3,150
- Lux Villas Poljine – \$2,875–\$2,950

### BREZA TARGET POSITIONING

**\$3,500/m<sup>2</sup>**

Positioned in Tier 2 (Hillside Luxury Villas) – above resort/mountain segment, below ultra-prime apartments.  
Competitive with Poljine Hills Villas and Breka Hills upper range.

#	Project	Location	Unit Size	Price/m <sup>2</sup> USD	Key Distinctions
1	Park Residence	Crni Vrh / Centar, Sarajevo	40–150 m <sup>2</sup>	\$4,425–\$5,605	Private concierge, park, pool, spa
2	Begluk	Bistrik / Stari Grad	51–94 m <sup>2</sup>	\$4,765–\$5,310	Boutique, Old Town, smart systems
3	Roof Gardens	Mt. Trebevic, outskirts	50–116 m <sup>2</sup>	\$3,950–\$5,015	Forest/mountain, wellness, panoramic
4	Skender Brick	Skenderija / Centar	45–120 m <sup>2</sup>	\$4,130–\$4,720	Loft-brick, city core, near embassies
5	Breka Hills	Breka / Centar, Sarajevo	38–108 m <sup>2</sup>	\$3,245–\$3,835	Premium hill, high-end technical
6	Central Sarajevo Premium	Centar / Stari Grad	Varies	\$4,720–\$6,490	Market ceiling, penthouse segment
7	Private Ultra Villas	Sarajevo Hills	Trophy homes	\$4,800–\$4,900	Privacy, land plots, views, design
8	Dar Al Arkan	Sarajevo Region	Branded resort	\$4,250–\$4,350	GCC-facing, branded luxury
9	Bosmal City Center	Sarajevo	Tower residence	\$3,800–\$3,900	Prime city tower, older benchmark
10	Poljine Hills Villas	Sarajevo Hills	Gated villas	\$3,450–\$3,550	Luxury villas, strong comparable
11	Iskra Residence	Jahorina	Mountain apts	\$3,050–\$3,150	Mountain resort, wellness
12	Lux Villas Poljine	Sarajevo Hills	Luxury villas	\$2,875–\$2,950	Conservative villa benchmark

# CHAPTER 02

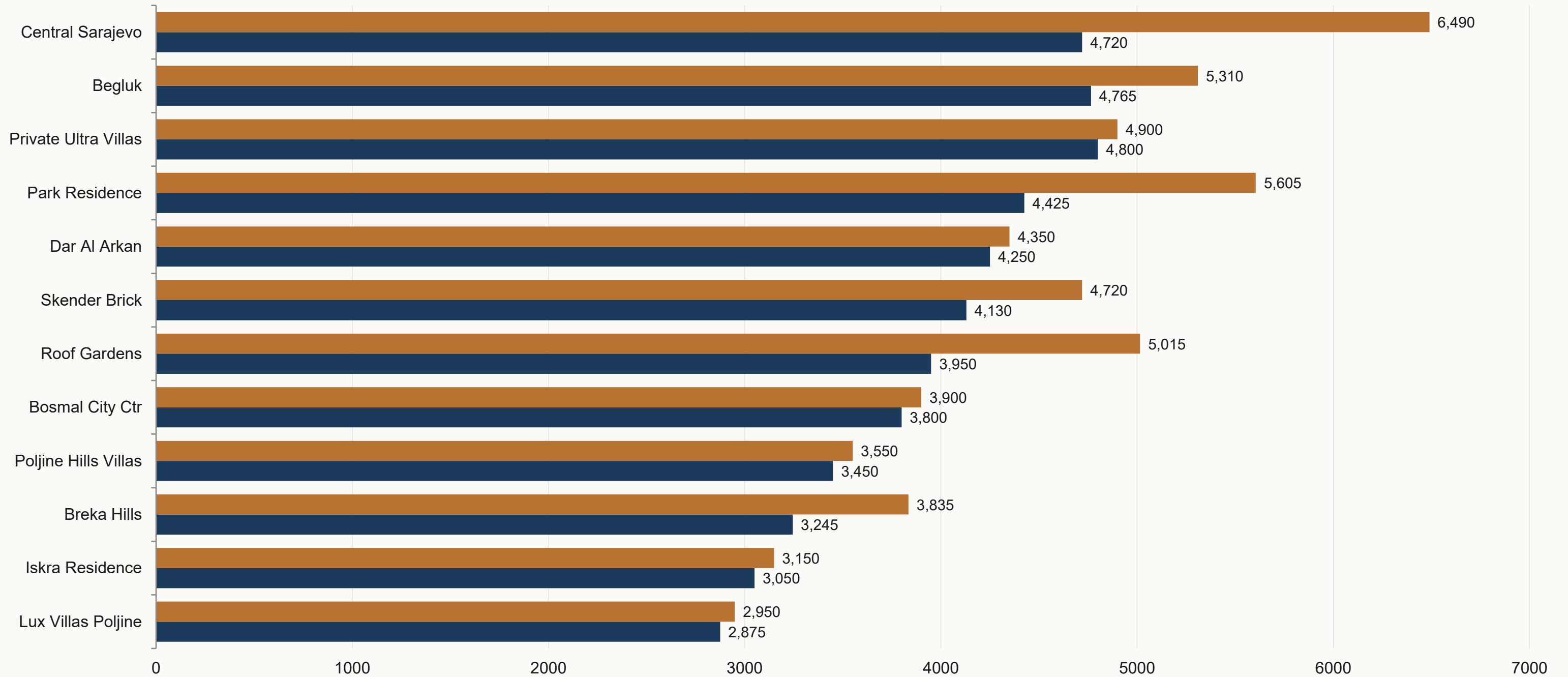
## Price per m<sup>2</sup> Analysis

---

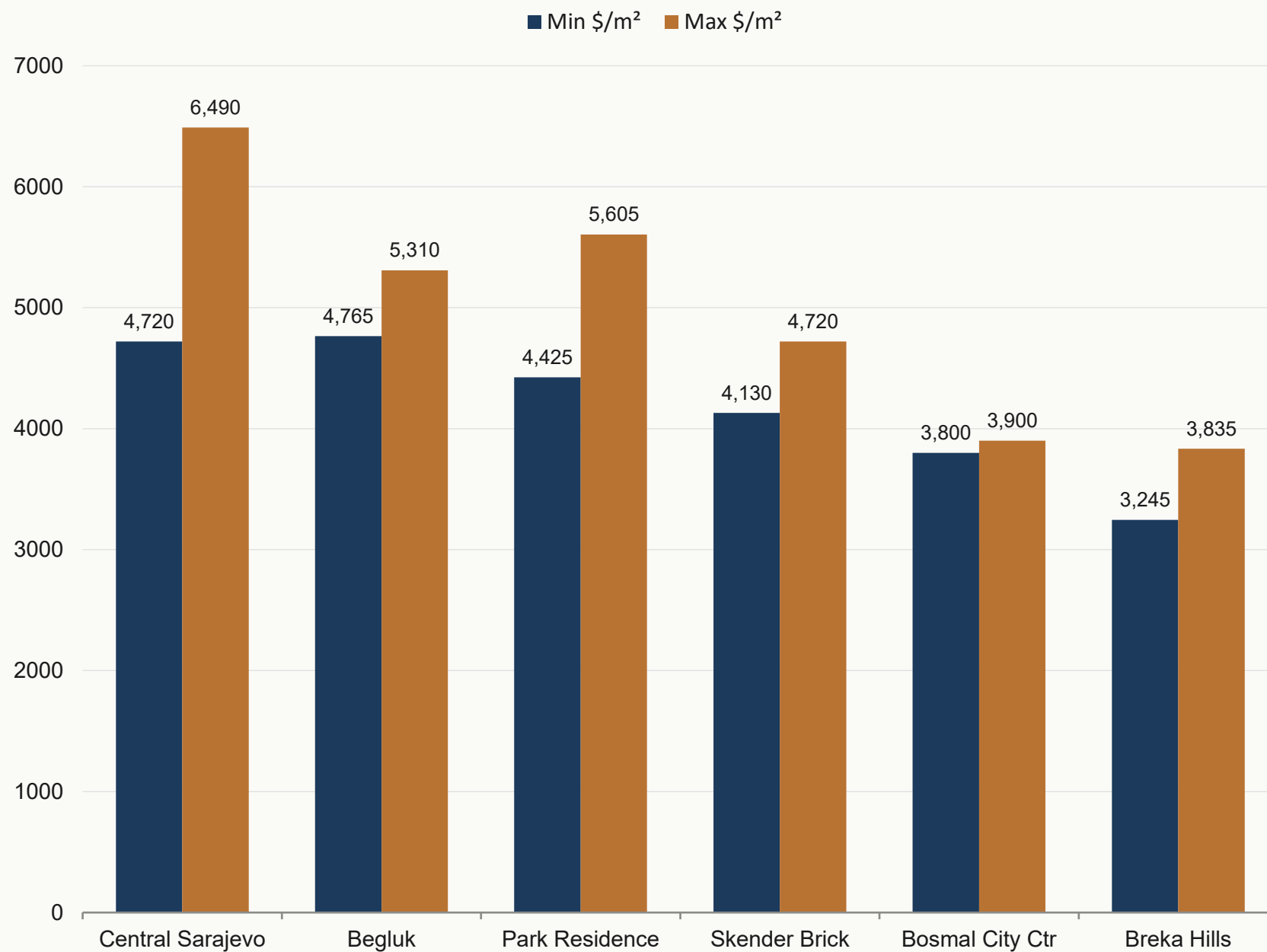
Detailed price benchmarking with charts and data-driven insights

# Price per m<sup>2</sup> Comparison: All 12 Competitors Ranked

■ Max Price \$/m<sup>2</sup> ■ Min Price \$/m<sup>2</sup>



**Breza Target: \$3,500/m<sup>2</sup>** — Positioned between Poljine Hills Villas (\$3,450–\$3,550) and Bosmal City Center (\$3,800–\$3,900). Competitive within the hillside villa segment.



## Why City-Center Apartments Cost More

### Scarcity Value

Limited land in Sarajevo's Centar and Stari Grad drives premium pricing. Begluk at \$4,765–\$5,310/m<sup>2</sup> benefits from boutique scarcity near Old Town.

### Central Location Premium

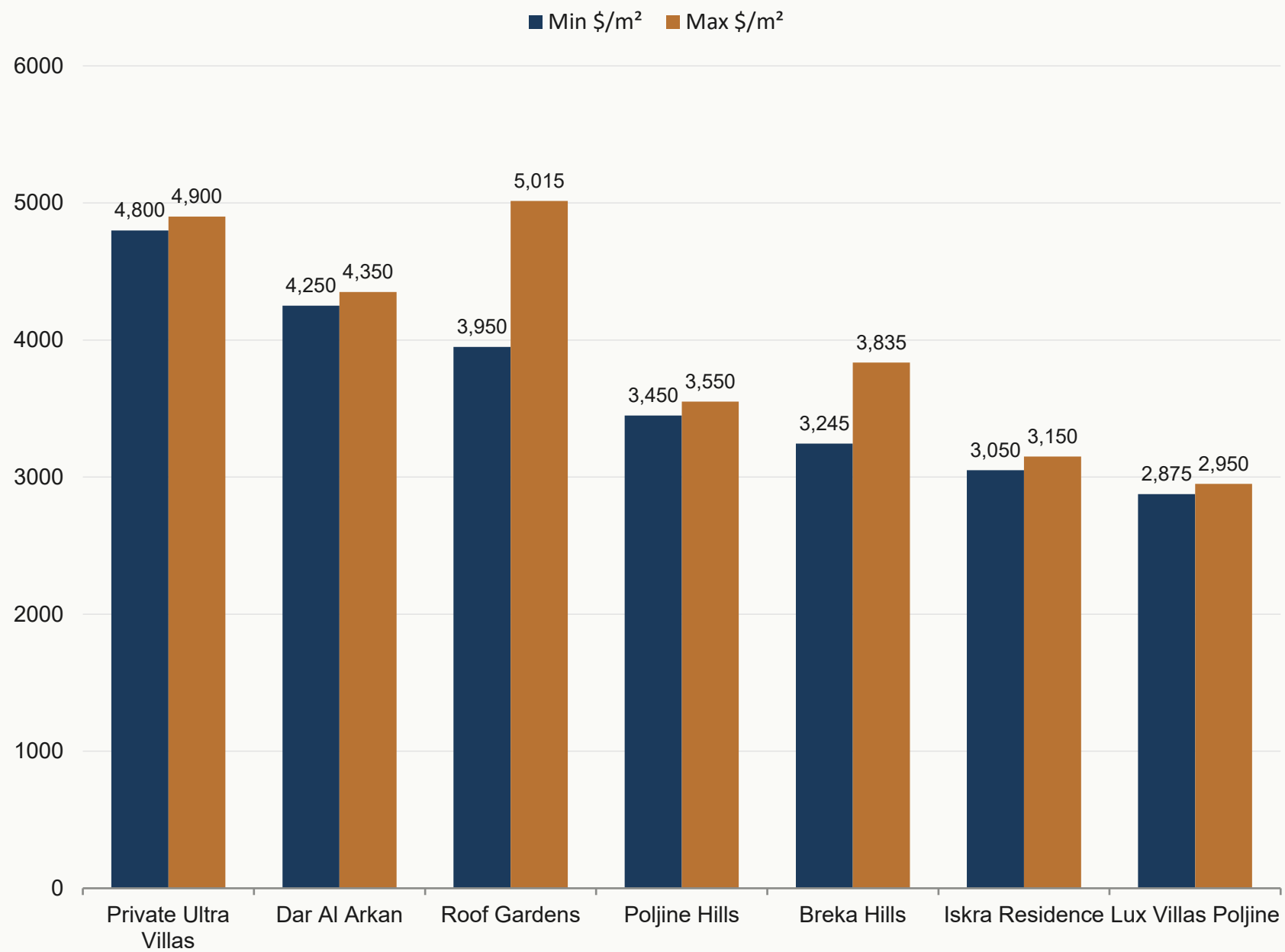
Park Residence (\$4,425–\$5,605) and Central Sarajevo (\$4,720–\$6,490) command highest prices due to city-center positioning.

### Amenity Density

Urban projects offer concierge, parks, pools, and spa amenities justifying \$4,000+/m<sup>2</sup>.

### Key Insight

**Breza at \$3,500/m<sup>2</sup> avoids competing in the ultra-prime apartment segment.**



## Breza's Competitive Position in Villas

### Above the Standard Villa Market

Breza at \$3,500/m<sup>2</sup> sits above Lux Villas Poljine (\$2,875) and Iskra (\$3,050), positioning as premium rather than entry-level.

### Comparable to Established Villas

Poljine Hills Villas at \$3,450–\$3,550/m<sup>2</sup> is Breza's closest direct comparable – gated luxury in Sarajevo Hills.

### Below Ultra-Luxury Villas

Private Ultra Villas (\$4,800–\$4,900) set the ceiling. Breza has room to grow with brand partnership.

**Breza's \$3,500/m<sup>2</sup> is well-positioned – competitive but not undercutting.**

# CHAPTER 03

## Breza Strategic Positioning

---

Breza at \$3,500/m<sup>2</sup>: Defensible pricing through branded luxury wellness

Competitor	Price/m <sup>2</sup>	Breza Position at \$3,500
Park Residence	\$4,425–\$5,605	Lower
Begluk	\$4,765–\$5,310	Lower
Roof Gardens	\$3,950–\$5,015	Lower to mid-range
Skender Brick	\$4,130–\$4,720	Lower
Breka Hills	\$3,245–\$3,835	Similar to upper range
Poljine Hills Villas	\$3,450–\$3,550	Similar — direct comp
Central Sarajevo Premium	\$4,720–\$6,490	Lower
Private Ultra Villas	\$4,800–\$4,900	Lower
Standard Bosnia Luxury	Varies	Premium / above avg

## Key Positioning Insights

### 1. Clear Differentiation

Breza avoids direct competition with ultra-prime apartments (\$4,400–\$6,500) while commanding premium over standard villa market.

### 2. Closest Competitors

Poljine Hills Villas (\$3,450–\$3,550) and Breka Hills (\$3,245–\$3,835) are Breza's most relevant benchmarks.

### 3. Market Position

**Breza sits in the upper tier of villa developments — a defensible niche with growth potential.**

## 01

### Below Ultra-Prime Ceiling

# \$4,400–\$6,500

Breza at \$3,500/m<sup>2</sup> is **below** Sarajevo's top-tier premium apartment projects:

- Park Residence: \$4,425–\$5,605
- Begluk: \$4,765–\$5,310
- Central Sarajevo: \$4,720–\$6,490

**Breza is not competing at the luxury ceiling — it is positioned as accessible premium.**

## 02

### Above Standard Villa Market

# \$2,875–\$3,550

Breza at \$3,500/m<sup>2</sup> is **above** the standard resort and villa market:

- Lux Villas Poljine: \$2,875–\$2,950
- Iskra Residence: \$3,050–\$3,150
- Poljine Hills Villas: \$3,450–\$3,550

**Breza commands premium over standard villa communities.**

## 03

### Requires Branded Positioning



Price justified only as a **branded luxury wellness destination**:

- Wellness branding & spa amenities
- Strong contemporary architecture
- Privacy & gated community
- Mountain/forest views
- Resort management services
- GCC-focused marketing

*"USD 3,500/m<sup>2</sup> is not above Bosnia's luxury ceiling. It is below Sarajevo's top-tier premium projects, but above the standard resort/villa market. Breza can justify this price only by positioning itself as a branded luxury wellness and villa destination."*

# Market Benchmark Summary: Breza's \$3,500/m<sup>2</sup> in Context

# \$3,500/m<sup>2</sup>

Breza Target — Luxury Wellness Villas

## Sarajevo Ultra-Prime Apartments

# \$4,400–\$6,500

- Park Residence: \$4,425–\$5,605
- Begluk: \$4,765–\$5,310
- Central Sarajevo: \$4,720–\$6,490
- Skender Brick: \$4,130–\$4,720

## Breza Target

# \$3,500/m<sup>2</sup>

- Branded wellness destination
- Luxury villa community
- Mountain/forest views
- Resort management

## Hillside Luxury Villas

# \$3,000–\$4,900

- Private Ultra Villas: \$4,800–\$4,900
- Dar Al Arkan: \$4,250–\$4,350
- Poljine Hills: \$3,450–\$3,550
- Lux Villas Poljine: \$2,875–\$2,950

## Price Positioning Spectrum



**Conclusion:** The price is credible, provided the project includes wellness branding, strong architecture, privacy, mountain views, resort management, and GCC-focused marketing.

## Brand as Wellness Destination

Position Breza as a **branded luxury wellness destination**, not a normal villa community. Differentiate through integrated spa, wellness programs, and health-focused amenities.

## Invest in Resort Management

Deploy **professional resort management** and concierge services comparable to Park Residence. Premium service justifies premium pricing.

## Target GCC Buyers

Execute **GCC-focused marketing strategy**. Dar Al Arkan proves international branding pushes pricing above local averages. Target Gulf investors seeking European luxury.

## Emphasize Natural Assets

Leverage **mountain/forest views, privacy, and natural setting** as core differentiators. Roof Gardens proves panoramic positioning commands \$3,950–\$5,015/m<sup>2</sup>.

## Partner with International Luxury Brand

International developer branding (as demonstrated by Dar Al Arkan) can push pricing above local averages and attract global buyers.

**Executed together, these strategies position Breza to achieve and potentially exceed the \$3,500/m<sup>2</sup> target**

# I LOVE BOSNIA — Breza

---

## \$3,500/m<sup>2</sup>

A Defensible Price for Branded Luxury Wellness

- Below Sarajevo's ultra-prime ceiling of **\$6,500/m<sup>2</sup>** — clear differentiation from apartment competitors
  - Above standard villa market at **\$2,875–\$3,550/m<sup>2</sup>** — premium positioning with room to grow
  - Credible with **wellness branding, resort management, and GCC-focused marketing**
- 

**The opportunity is now. The price is right.**

---

I LOVE BOSNIA — Breza Project · Strategic Pricing Analysis

May 2026 · Confidential · For Strategic Decision-Making Only