



# RENTAL PRICE INDEX

## SVOBODA & WILLIAMS + VŠE

ACHIEVED RENTS FOR PREMIUM APARTMENTS  
IN PRAGUE (JANUARY – JUNE 2020)

**CZK 31,000/month**

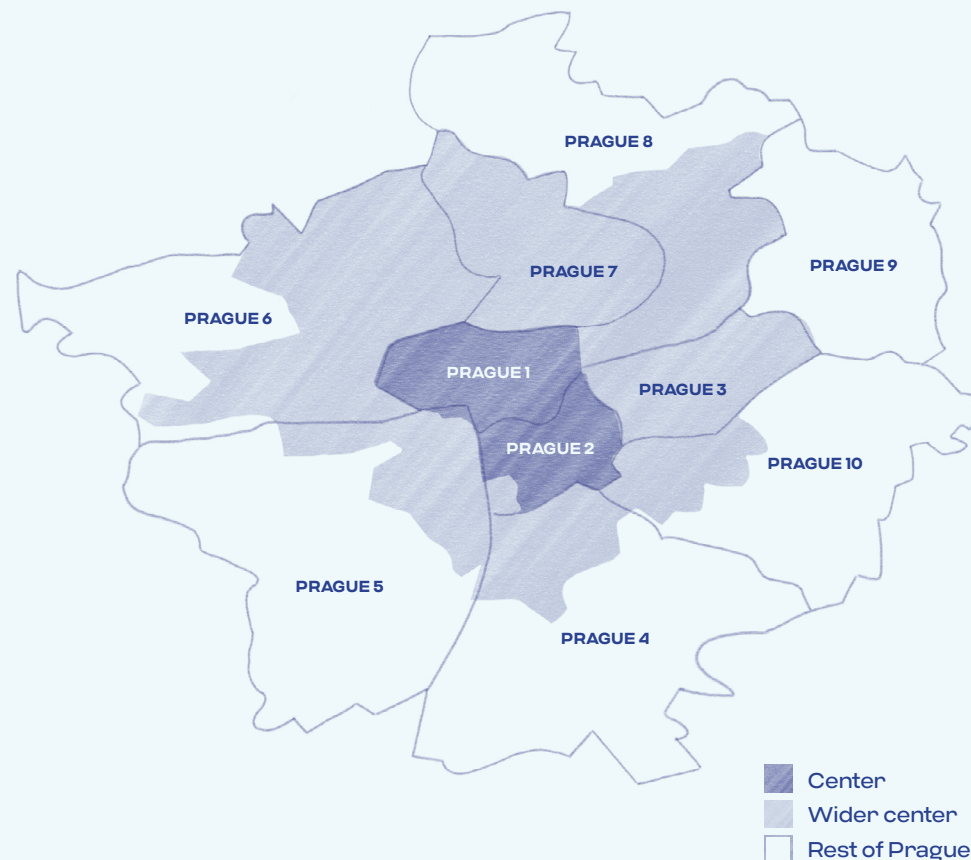
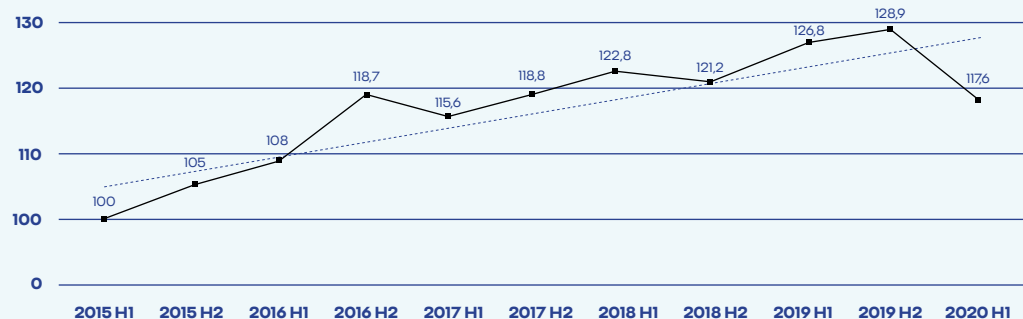
AVERAGE ACHIEVED RENT  
IN THE 1ST HALF OF 2020

**-7.2%**

YEAR-ON-YEAR  
CHANGE

	Center	Wider center	Rest of Prague
Studio to 1bdm	CZK 24,500 -6.2%	CZK 20,100 -8.6%	CZK 19,000 +14.3%
2bdm	CZK 36,700 -10.9%	CZK 30,500 -6.9%	CZK 26,100 -3.0%
3bdm and larger	CZK 58,400 -5.2%	CZK 53,500 -6.5%	CZK 38,100 -13.8%

### THE DEVELOPMENT OF ACHIEVED RENTAL PRICES IN PRAGUE'S PREMIUM SEGMENT (2015 H1 = 100)



The Rental Price Index by S&W+VŠE monitors the changes in the average achieved rental price for an apartment in Prague from the portfolio of Svoboda & Williams compared to the same period in the previous year (January – June 2019). The compiled price index calculates the weighted average rental prices for each apartment category.

We also present the average achieved monthly rents in the monitored period (January – June 2020) in Prague and for each apartment category (incl. year-on-year changes).

## WHAT IS THE RENTAL PRICE INDEX BY SVOBODA & WILLIAMS + VŠE?

The Rental Price Index by S&W + VŠE is an analytical tool monitoring the growth of rental prices in the premium segment in Prague developed by the Svoboda & Williams real estate agency in cooperation with the Faculty of Informatics and Statistics of the University of Economics in Prague. The data is sourced from actually achieved rents of the apartments that were listed by Svoboda & Williams. Annually it amounts to about 1100 properties in the territory of Prague 1 to Prague 10 with studio to 5-bedroom layouts. Since properties exhibit a high level of heterogeneity, we apply a general price index to the development of their prices. It works similarly as the Consumer Price Index compiled by the Czech Statistical Office that measures inflation.

## WHY A SIMPLE COMPARISON USING THE AVERAGE PRICE DEVELOPMENT IS NOT ENOUGH?

Development of an average rent does not reflect correctly a change of the price level.

It is because the average rent is influenced not only by a change of the price level, but also by a change of the product structure. Let's give an example. In two monitored periods a sample of apartments including luxury apartments in the centre of Prague and cheaper apartments in the broader centre have been rented. Prices of both the cheaper and the luxury apartments in the second period remain equal, but more units of the more expensive real estate are sold. This will raise average rents, whereas the price index will remain the same. The general price index is based on the assumption of fixed presence of segments of rentals in the portfolio and it expresses a change of the price "cleaned" of a change of the structure of rentals. The index is calculated as the weighted average of segments where their representation in the portfolio (structure) in the selected fixed period is weighted.

## CONSTRUCTION OF THE RENTAL PRICE INDEX BY SVOBODA & WILLIAMS + VŠE

### Selection of representatives

The segmentation was performed so as the apartments in the same group were as similar as possible and, on the other hand, so as the groups were as different as possible. At the same time, each group must contain a sufficient amount of data. Within the statistical

analysis the impact of many factors on the level of rents was examined. These parameters included a specific layout of a apartment, location, floor, the existence of a terrace, balcony or loggia, or an option to lease parking. The analysis proved that the level of rents was most affected by the location and the layout of a apartment and therefore we performed the segmentation based on these two factors.

Based on our expertise and the data analysis of the level of rents, Prague was divided into three locations – center, wider center a rest of Prague (see the map above).

We selected the layout of a apartment as the second factor. Based on the location and the layout we defined **9 segments** in total:

Segment	Relative representation in portfolio
center - studio to 1bdrm	17.5 %
center - 2bdrm	10.2 %
center - 3bdrm and larger	10.0 %
wider center - studio to 1bdrm	26.1 %
wider center - 2bdrm	14.3 %
wider center - 3bdrm and larger	8.0 %
rest of Prague - 1studio to 1bdrm	7.3 %
rest of Prague - 2bdrm	5.3 %
rest of Prague - 3bdrm and larger	1.4 %

Apartments with 5-bedroom layouts and larger are represented too sparsely and they are not included in the analysis.

### Selection of weights

We assigned weights to the segments on the basis of the structure of the apartments rented during the whole calendar year of 2016. The weight of the segment in the price index is calculated as a proportion of the total rent of the relevant segment to the total rent for all segments brokered in 2016.

In order for the index to be compiled on the basis of a sufficient number of observations, it is compiled on a biannual basis. In practice, biannual indexes are not as common as monthly or quarterly indexes, but they are by no means exceptional. They are, for example, used by the United States Department of Labor for the construction of the consumer price index.

### We calculate two kinds of indexes:

**A year-on-year index** – monitors the rental price changes between the current half-year period and the corresponding half-year period in the previous year (e.g. H1 2019 vs. H1 2018)

**A base index** – monitors the rental price changes between the current period and the so-called base period. A stable period considered a long-term default should be selected as the base period, in our case it is H1 2015.



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