

# Try the impossible. It's fun!

Irena Markovic enjoys making others happy. Lifestyle Properties is the gateway to Vienna's most beautiful real estate opportunities.

TEXT  
URSULA SCHEIDL

It's not an exaggeration to call 30-year-old Serbian-born Irena Markovic a power woman. She was brought to Vienna by her parents as a toddler and showed interest in the "world of glamour" early on. She is a self-made woman par excellence. Parallel to attending the Vienna Business School, she embarked on a modelling career at the age of 15, taking first place in the casting for a well-known fashion brand. This was followed by numerous photo shoots and TV appearances, as well as invitations to celebrity events. At 19, she founded the monthly event series "Scandalous", which featured guests from high society, business, culture, diplomacy, politics and sports, exchanging ideas in a relaxed club atmosphere. Some exciting (business) partnerships developed as a result. Irena entered the real estate market in 2009 and founded Lifestyle Properties in 2016.

## **VV: From fashion model to event planning to real estate: how did it happen?**

**Irena Markovic:** I have an incredible passion for real estate. Each property is different and has its own unique story. I enjoy meeting new people all the time. I am also fascinated by the legal frame-

work, and I learn new things every day.

## **What types of properties do you represent?**

Our portfolio is quite broad. We deal in commercial as well as luxury properties. The connections I made at events I had planned were of great help. I am very grateful for the continued trust my clients have extended to me, and for their recommendations.

## **What do customers value most when you show them your portfolio?**

Discretion is the most important factor, of course, and the ability to understand their specific needs. Many private sellers in particular have an emotional connec-

tion to their properties and want to be understood and advised. For foundations and developers, on the other hand, hard facts are more likely to count.

## **Describe your consulting service.**

We handle all aspects of every deal, from taxes to general legal matters, and prepare every contract thoroughly before offering it for signing. My goal is for the customer to feel comfortable, to entrust us with his property so he can concentrate on his life. Passion for real estate is always at the forefront of all our customer relations.

## **How has the real estate market changed?**

After the last economic crisis everything changed. The financial market is directly linked to the real estate sector, and we saw an explosion in property values, which brought great uncertainty to the market. This has now calmed down a lot. I think property values will continue to rise, but in smaller increments.

## **How do you handle your stressful everyday life?**

Humour is a kind of therapy for me; I like to make others laugh!

Irena Markovic shares her experiences as a young entrepreneur on the committee of the Austrian Chamber of Commerce.



Irena Markovic with her trusted business partner: Academic Real Estate Manager Christian Kiedl