

# Company Profile



**Life Realty**<sup>®</sup> cy

Real Estate Agency

Real Properties  
Real Values  
Real People  
Life gets real

Life  
Realty®  
Real Estate Agency



# About.

Life Realty is a real estate agency in Cyprus specializing in residential and commercial properties. With a team of experienced professionals, we provide expert guidance in property sales, rentals, and investments.

At the core of our business model is the commitment to **creating value for our customers** by managing each property individually.

Our **extensive portfolio** includes significant investment opportunities, ranging from commercial and residential properties to office spaces, retail shops, tourist complexes, development projects, industrial properties, and land for development in both urban and rural areas across Cyprus.

Offering a **comprehensive range of services**, we manage a large client network, leads and properties—from initial database entry to pricing, commercialization, marketing, and transaction management.

Our **extensive sales network** leverages deep industry expertise to develop and implement targeted strategies, delivering high-value services to our clients.

The Life Realty team consists of a dynamic network of qualified real estate advisors across Cyprus, ready to guide you toward the right investment opportunities and help you find the perfect property.

# Demos Georgiou

## CEO

With over 15 years of experience in the real estate market, Demos has developed a deep understanding of the industry, from property valuation, management, and sales to strategic planning and market assessment.

As a Chartered Valuation Surveyor and a proud member of the Royal Institution of Chartered Surveyors (RICS), Demos' career has been built on a foundation of professionalism, expertise, and a commitment to delivering exceptional service.

Throughout his career, he has held leadership roles in various sectors, including financial institutions, property valuation firms, and advisory services. This diverse experience has given him a comprehensive view of the real estate landscape and equipped him with the knowledge and skills to navigate its complexities.

He has successfully managed large-scale projects, led sales teams to exceed targets, and provided accurate property valuations to clients with varying needs.

**In addition to his professional experience, he is deeply passionate about staying ahead of industry trends, particularly in real estate technology and market innovations.**

He is dedicated to offering clients innovative solutions that drive results while maintaining the highest standards of ethics, transparency, and professionalism.

Through Demos Georgiou & Associates and Life Realty, he aims to offer clients a trusted partner in real estate, combining his extensive experience with a forward-thinking approach to help them achieve their goals in today's dynamic market.





# Real Homes, Real People, Real Stories!

**Buying a home / property should be a fun, stress-free, and genuinely positive experience!**

**Life Realty guides you** to discover a real home, that steers you clear of costly pitfalls and streamline the entire process to **save you valuable time.**

Through our personal relationships, our sellers reach a highly qualified global clientele — and our buyers receive access to remarkable properties and agents everywhere.

**Finding a property!  
Gets real.**

# Our Mission

**Life Realty is committed to fostering a “customer-first culture” that permeates every facet of our operations.**

We not only exemplify unmatched expertise in the real estate domain but also hold an unshakable dedication to integrity and responsiveness for every customer we have the privilege of assisting.

**Our commitment to transparency, accessibility, and unwavering expertise** ensures that your real estate journey with us is exceptional and informed at every step.

# Our Vision

**“Our customers rightfully deserve and will undoubtedly receive, premium service”.**

# Our Strategic Focus

At Life Realty we believe that working in a sustainable and responsible way is imperative for cultivating a robust business that benefits not only our customers and employees but also our broader society.

We accomplish this by providing exceptional service, ethical practices, community engagement, sustainability and strict legal compliance.

# Our Team

At Life Realty, our dedicated sales team combines local market expertise with a client-first approach to deliver exceptional real estate services across Cyprus.

Known for their professionalism and deep knowledge of the property landscape, our agents work closely with clients to identify the best opportunities and guide them through every step of the transaction.

Supporting the team's efforts, our Operations Manager ensures the smooth day-to-day running of the agency, maintaining efficiency and a high standard of service throughout all departments.



# Marios Eleftheriou

## General Manager

Marios is the General Manager of Life Realty with over 15 years of experience in real estate, banking, and investment advisory. He has served in roles such as Business Credit Officer and Sales Manager across the finance and property sectors. He holds a BSc in Mathematics, an MBA, an LLB, and Banking.

Marios brings expertise in credit analysis, project financing, property marketing, and deal structuring, offering a well-rounded approach that blends financial, legal, and operational insight.



# Our Values

## Integrity

Honesty and transparency in every transaction.

## Innovation

Embracing technology and modern marketing strategies.

## Excellence

Commitment to high-quality service.

## Local Expertise

Deep understanding of Cyprus' Real Estate market.

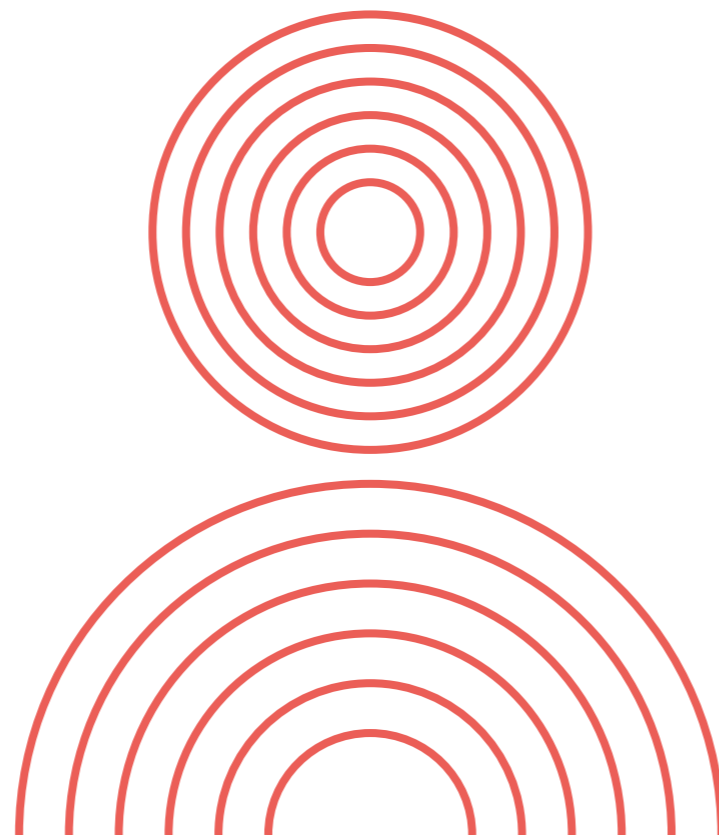
## Client-Centric

Prioritizing customer needs.

## Authenticity

Real people, real properties, real experiences.

At Life Realty,  
we cater to a  
diverse range  
of clients, each  
with unique  
aspirations  
and needs.



### FIRST-TIME BUYERS

For first-time buyers, we simplify the home-buying journey, providing expert guidance and tailored options to make their dream of homeownership a reality.

### UPGRADERS

Upgraders looking for a larger or more luxurious space will find a seamless transition with our curated selection of premium homes and strategic market insights.

### OUR HIGH-END BUYERS

Our high-end buyers demand exclusivity, and we deliver with an exceptional portfolio of luxury villas, beachfront properties, and private estates that reflect sophistication and prestige.

### PROFESSIONALS

For professionals we offer stylish homes with security, modern amenities, latest technology and locations that align with their lifestyle and financial goals.

No matter the journey, Life Realty is committed to delivering excellence, trust, and a personalized approach.

# Buying a Property in Cyprus

Whether you're moving to Cyprus for employment, launching or relocating a business, exploring investment opportunities, or searching for the perfect retirement home, we can uncover the ideal property for you.

Our experienced agents will help you find the right investment property at the right price – or sell your current property with the maximum profit. By utilizing the services of our partner RICS surveyors and valuers, we can save you substantial amounts or enhance your financial gains by many thousands of Euros.



# We Find & Sell the Best-Value Properties

We take our role as your agent seriously, negotiating each purchase or sale as if it were our own money at stake. Our dedication is to present only the best value options, aiming to save you as much money as possible. Your bottom line remains our top priority.

More than a  
**1000**  
PROPERTIES

**100+**  
DEVELOPERS

**200**  
CLIENTS  
per month



# Our Partnerships

**Our International collaborations with Serneholt Estate in Spain and Dubai along with our network of valuable associates in EU, provide Life Realty with a strong global presence.**

This strategic approach enhances visibility and attracts international buyers.

# Professional guidance & end-to-end support

We are dedicated to real estate and financial education, **guiding clients –buyers, sellers, relocators, and investors** – toward property ownership and financial security.

Life Realty upholds strict processes for property pricing, commercialization, transactions, and lead management. Our strong relationships with developers and clients enable us to **secure competitive exclusive deals, reinforcing our commitment to excellence and trust.**

# Best in Class Agents... For Real

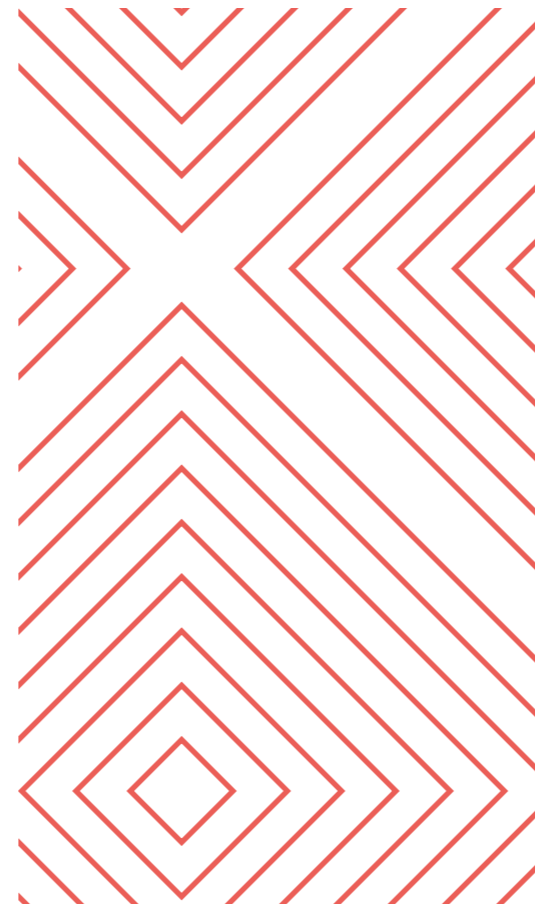


At Life Realty, our dedication extends beyond just finding the right property; our agents are committed to guiding you through the entire real estate process, from inception to completion, and they remain present long after the deal is done.

No matter what you're looking for in real estate, Life Realty is here to help every step of the way!

# Life Realty Offers Complete Assurance

Eliminate any doubts and **feel 100% confident about your buying transaction** by letting us help you through the process. We follow proven strategies designed to reduce the stress and frustration often associated with property decisions. Our guarantee is that **you'll receive the best value proposition.**



# One Stop Shop Real Estate Services

All too often, buyers and sellers are pushed through transactions, when what they really need is someone to guide them through it and give them the understanding and knowledge they need – removing stress and frustration. That's how we work for our clients.

**We provide an all-in-one real estate solution that simplifies the process** for both buyers and sellers, **ultimately saving time and money.**

Turning dreams into reality, understanding needs, different situations, and discovering your ideal property is within reach!

**Buy, Sell  
or Invest?  
We are here  
for you  
FOR REAL!**

**Life Realty**.cy  
Real Estate Agency





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