

Entrepreneur

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CRESCO Real Estate

THE INTERNATIONAL JOURNEY TO SUCCESS
AND THE FOUNDER'S GOALS IN GEORGIA

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"Businesswoman, founder of Cresco Real Estate, mother of Gocha and Eva, wife, and philanthropist" - this is how Stella Bobylina introduces herself. Born in Siberia in 1987, she moved to the United Arab Emirates with her family at the age of 7.

As she recalls, her interest in statistics, analytics, and, most importantly, real estate naturally led to her current business. "I was the best in my statistics class, and over time I refined these skills together with data analysis, which resulted into an effective critical thinking approach to projects," Stella Bobylina shares.

In her interview with Entrepreneur, she mentions that her interest in real estate began when her parents opened a resort after moving to the United Arab Emirates.

As a 7-year-old, she watched the preparations with great curiosity, and even got involved in promoting the resort, taking an interest in details such as choosing curtains, catering and food supplies.

"My childhood dream was to create something significant and meaningful. In this regard, I took inspiration from my parents. Their business was very popular and successful at that time, so, from an early age, I had the best mentors. My father was a highly successful businessman," Stella explains.

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The future career of Cresco Real Estate's founder had a solid foundation from childhood, though she could not have imagined that she would one day become the founder and head of a large international company. She pursued her education in management at one of the UK's top universities, University of Warwick, where she graduated successfully. Her career began in London.

"I earned a degree in management from a prestigious university. I was ambitious, motivated, and determined to climb the career ladder. I started working at an oil company, where my role involved management responsibilities. Even now, I remember my thoughts from that time - I would definitely reach the highest position in the corporate hierarchy and then establish my own

company. I knew I needed to start from the bottom and learn business management step by step. I was a bit naive but very hardworking.”

In 2014, Niko Gogia founded Cresco Group in Dubai. By then, Stella already gained substantial experience in her corporate job and decided to expand her focus of work and took on petroleum and real estate investment projects in Cresco Group as well.

Cresco Group focused on investments in petroleum products and continues to operate in this field. As Stella gained experience in real estate market, she noticed a significant issue in expert-level service. Having traveled extensively throughout her life, Stella has developed connections in various countries. While gaining experience, she, based on her own and others’ observations, recognized the lack of expert analysis in the real estate sector. This realization led to her decision to establish Cresco Real Estate.

“Despite other interesting projects, my passion for real estate and love for this field took precedence. This is how Cresco Real Estate was born. When I lived in the Emirates and the United Kingdom, I loved exploring apartments and villas. The houses in these two countries are very different. Additionally, my international network of contacts played a significant role - since childhood, I’ve been in an environment where people are frequently moving and searching for a new home. My love for people, communication, and real estate ultimately led me to Cresco Real Estate,” says Stella.

The real estate market is vast and diverse. According to Stella, her experience revealed that professional, expert approaches were lacking in such a large industry. Through her personal experiences, she saw the importance of having comprehensive approaches.

That’s why she decided that her company should fill this gap in the market. Timely providing



In a world where innovation drives progress, our team of highly skilled professionals, each bringing a wealth of expertise and diverse perspectives to the table, collaborates seamlessly across various disciplines to tackle complex challenges, pushing the boundaries of what’s possible and consistently delivering exceptional results that not only meet but exceed the expectations of our clients and stakeholders.

customers with up-to-date insights and analytics based on this information is what makes Cresco Real Estate stand out from other players.

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the boundaries of what’s possible and consistently delivering exceptional results that not only meet but exceed the expectations of our clients and stakeholders. I think we’re the only company to provide an in-depth analysis of the market to investors before proposing a business offer.” Stella explains.

Cresco is a member of the National Association of Realtors, which means the company operates to the highest standards. Further, Cresco is a member of Realtors International Association, represented in sixty-nine countries around the world. Currently, Cresco Real Estate is working on developing a blockchain system to simplify international transfers for both consumers and developers.

For Stella, as an active philanthropist, participation in charity is also important. She has participated in marathons such as the Terry Fox Run and Free to Run. Furthermore, Stella is a member of Rotary International, an organization that has supported the development of local communities for over 100 years.

Cresco Real Estate’s primary objective is to deliver expertise services that ensure a smooth and flexible process for its clients. Despite catering to a wide array of sectors within the private property industry, Cresco is committed to maintaining the highest quality of service for all clients. The company understands that businesses across various industries recognize the significance of investing in real estate. Another segment using Cresco Real Estate’s services is families searching for real estate for



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personal use. Finding a new home, adapting it to personal needs, and moving in can often be stressful, and Stella says their service helps to ease these challenging times for people.

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Cresco operates successfully in multiple countries, including Georgia. For Stella, promoting investment in Georgia is more than just a professional goal—it’s a personal passion. As a Georgian citizen with a Georgian family, she is



deeply committed to contributing to the country's economic development.

Stella highlights the dynamics of the Georgian market and emphasizes Cresco Real Estate's pride in its expertise. She mentions that working in the global market has equipped Cresco team with diverse experience, enabling them to deliver professional, accurate, and up-to-date information. With their extensive knowledge and experience, Stella notes that her team can provide customers with expert analysis that many other companies are unable to match.

“When customers come to us, they can be sure they will receive the best service, analysis, and the most accurate calculations in the market,” she says.

The key to offering the best service across different cultural and social environments is in-depth market research and attention to every detail. Countries vary in lifestyle, social norms, economic factors, and legal frameworks connected with property. The Cresco team studies all these aspects thoroughly and provides a service fully adapted to each client's needs.

Risk management and proper insurance are crucial for the company. Stella explains that when making forecasts, the focus is on diversifying investments across different asset types. Cresco's operations in the global market provide clients with opportunities to invest in other countries based on conditions considered appropriate by the company's analytical department.

“Thorough market research and analysis are critically important to Cresco. Each case is considered

individually, and investors are not offered just one solution. We always provide a range of options, explaining the opportunities and risks involved. Our decision-making process is transparent, and we ensure nothing is hidden from the customer to prevent future losses,” explains the company's founder.

Stella Bobylina values democratic, decentralized management and says that her company follows these principles. She believes that in the complex real estate industry, the involvement of each team member is key to success. When each person works with interest, passion, and responsibility, success follows.

“In addition, I believe in coaching and leadership based on this approach. Although this method has gained popularity not so long ago it has always been part of my managerial philosophy. At Cresco, continuous development and sharing of expert knowledge are essential for reaching higher levels,” she says.





At Cresco Real Estate, initiative and self-organization are highly valued and integral to the company’s culture. Stella emphasizes that the organization strives to create a motivating and comfortable environment, supports new initiatives, and creates a perfect workplace for employees.

Professional growth and development are also important to the company. Stella notes that each new employee is assigned a mentor during their initial phase of employment.

This practice ensures a welcoming environment, provides support, and helps new team members believe in their abilities.

Stella finds great motivation and inspiration in building relationships, communication, and exchanging information.

When asked what advice she would give to aspiring entrepreneurs or managers, Stella responded:

“Always keep your focus on your goal. You may encounter many obstacles on the road to success, but you must work to overcome them, learn from them and most importantly, never give up.”

Stella herself exemplifies the importance of continuous development. She actively applies this principle within the company, staying up to date with innovations and technological trends.

In the real estate market, staying ahead of competitors and taking advantage of every innovation is crucial. This is especially important for the Cresco Real Estate team, which handles a substantial amount of analytical data and continually adapts to new technologies.

“I am convinced that technological innovation makes work more effective. Cresco specializes in analytics - we process and deliver information to our customers in a usable format. Technological progress allows us to process data promptly and deliver it effectively,” Stella explains.

Stella says she is particularly interested in several trends in the modern real estate market. Notably, there is a change in society’s perception, she notes, with real estate today being viewed as a prime investment. Additionally, digitization trends - such as innovations in marketplaces and tools like virtual tours, augmented reality stages, property valuation algorithms, predictive analytics, and chatbots - create opportunities for providers to digitize the property search process.

Customer feedback is vital to the Cresco team, as it drives their motivation and inspires them to



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continue on their chosen path and believe in their core principles.

“Customer feedback is crucial not only for our marketing department but also for our analytics team. Furthermore, experts who receive positive client feedback can also earn additional income,” Stella Bobylina notes.

Cresco has bold aspirations both within Georgia and internationally, with several development projects in the pipeline that will involve major investments in Georgia.

The company continues to expand and progress in both international and domestic markets, with forthcoming investment projects slated for Georgia and the UAE.

“We have ambitious plans. What I can share at this moment is that we will soon introduce new development projects.” Stella says.



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