

● Real engagement · April 2025 to April 2026 · client anonymized at their request

CASE STUDY 02 · CORPORATE RELOCATION · SABURTALO

75 Employees Housed in Eight Weeks. Then a Year of Looking After Them.

A Singapore-based company in the games industry moved about 75 employees from across Asia to Tbilisi in spring 2025. Tbilisi Home showed 126 apartments, signed 75 furnished one-year leases with 75 different owners, handled 310 support requests over the following year, and found the company a 780 m² office. The company paid nothing for the housing search.

75 Furnished one-year leases signed, one per employee	8 weeks From the brief to the last move-in, April to June 2025	126 → 75 Apartments shown to leases signed, a 60% selection rate	23 Showings in one day, two minibuses, one change of plan	310 Support requests handled over the following twelve months
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Sources: Tbilisi Home's showing schedule, lease register and support log, April 2025 to April 2026. The client's name, the employees' names and the building addresses are withheld.

AT A GLANCE

One brief, seventy-five homes, one year of support

A relocation is not one transaction. It is seventy-five separate ones, each with its own owner, its own lease and its own person who has just landed in a country they do not know. Here is the shape of the job.

THE CLIENT A Singapore-based company in the games industry, relocating about 75 employees from across Asia to Tbilisi. Anonymized at their request.	THE BRIEF A furnished apartment for every employee, each on their own one-year lease, in the same part of the city, ready within weeks. Later, an office for the whole team.	WHAT WE DID Sourced and showed 126 apartments, negotiated 75 leases with 75 different owners, handled every signing and move-in, then supported the employees for a year.
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THE RENTS

\$700 for a studio, \$800 for a one-bedroom, \$1,200 for a two-bedroom. Furnished, twelve-month terms, in Saburtalo.

OUR FEE

The company paid nothing for the search and the placements. Each owner paid Tbilisi Home's standard placement fee, one month's rent, as on every lease we sign.

THE OUTCOME

Most employees renewed after the first year. Anyone who had to leave early was released from their lease with our help, at no charge to them or the company.

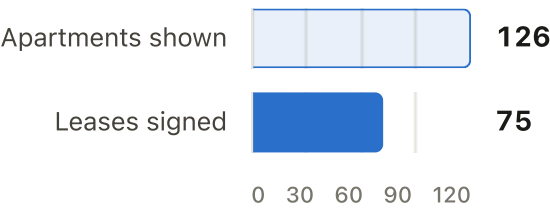
THE NUMBERS

126 shown, 75 signed, one day that changed direction

Two figures carry the story. The first is the funnel from apartments shown to leases signed. The second is the showing day itself, when the plan changed after the third apartment.

Funnel: apartments shown to leases signed

April to June 2025.

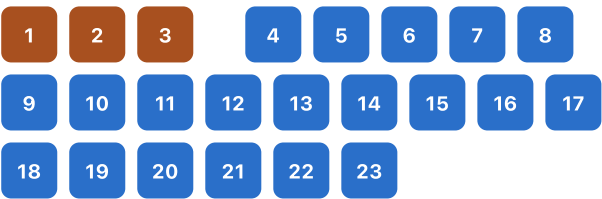


The showing day: 23 apartments

Two rented minibuses, one day in April 2025. Each square is one showing, in order.

Chugureti, older buildings

Saburtalo, newer buildings



After the third apartment the employees said they did not like Chugureti's older buildings. The remaining 20 showings were re-sourced on the spot and moved to Saburtalo the same day.

FIGURE	DETAIL	VALUE
Studio Furnished, twelve-month lease, Saburtalo	Monthly rent	\$700
One-bedroom Furnished, twelve-month lease, Saburtalo	Monthly rent	\$800
Two-bedroom Furnished, twelve-month lease, Saburtalo	Monthly rent	\$1,200
Apartments shown	Showing day plus seven weeks	126
Leases signed	April to June 2025	75

FIGURE	DETAIL	VALUE
60% of apartments shown. One per employee, 75 different owners.		
Support requests Logged by Tbilisi Home. About four per employee over the year, about six a week.	April 2025 to April 2026	310
Office	Secured February to April 2026	780 m ²

Rents are the 2025 rates agreed on these leases and are quoted in US dollars, as the leases were. The split between studios, one-bedrooms and two-bedrooms, and the total rent roll, are not published to protect the client.

HOW IT HAPPENED

Twelve months, in order

Every date is from our records. The company, its employees and the building addresses are not named.

April 2025

The brief

Seventy-five people, arriving in weeks

The company was moving about 75 employees to Tbilisi and needed a furnished home for each of them. Two conditions shaped everything: every employee would choose their own apartment, and every lease would be in the employee's own name. Nino set the plan: one large showing day to let everyone see the market at once, then rolling placements until the last person had keys.

April 2025

The showing day

Two minibuses, 23 apartments, one change of plan

We rented two minibuses and began in Chugureti, the older district across the river with high ceilings and courtyards. After three apartments the employees said what they thought: they did not like Chugureti. They wanted new construction, lifts, and modern kitchens. Nino re-sourced on the spot. The remaining 20 showings that day moved to Saburtalo, the newer district around the university and the metro, and the day carried on.

The lesson we took: ask a relocating team about building style before the showing day, not during it.

April to June 2025

Weeks 1 to 8

Seventy-five leases with seventy-five owners

Over eight weeks we showed 126 apartments in total and signed 75 leases. Each one meant a separate negotiation with a separate owner, a bilingual Georgian and English lease in the employee's own name, a deposit, a furnished-inventory check, utilities put in order, and a move-in. The company paid nothing for any of it. Each owner paid our standard placement fee, one month's rent.

April 2025 to April 2026

The support year

310 requests, from bank accounts to the metro

The company engaged us to look after the employees during their first year. We logged 310 requests: opening bank accounts, finding the nearest grocery store, learning to ride the metro, transferring rent and paying utilities, and dealing with whatever went wrong in the apartments. About four requests per employee across the year, about six a week for our team.



February to April 2026

The office

A 780 m² office in two months

With the team settled, the company's director toured office space with us. In two months we secured a 780 m² office for the whole team.



April 2026

Renewals

Most stayed. The rest left cleanly.

At the end of the first year most employees renewed their leases. Those who had to leave early were released from their leases with our help, at no charge. No owner was left with a dispute, and no employee was left with a penalty.

WHY IT WORKED

Three decisions that made eight weeks possible

DECISION 1 · BATCH THE VIEWING

One showing day, not seventy-five

Seventy-five people viewing one at a time would have taken months. Two minibuses and 23 back-to-back showings let the whole team see the market in a day, compare notes that evening, and shortlist together. The seven weeks after that were placements, not discovery.

23 showings in one day

DECISION 2 · LISTEN ON THE SPOT

Change the plan before lunch, not next week

When the team rejected Chugureti after three apartments, the easy answer was to finish the schedule and re-plan later. Instead Nino re-sourced Saburtalo apartments while the minibuses were still moving. Half a day was lost. A week was saved.

20 showings re-sourced same day

DECISION 3 · THE FEE MODEL

Owners pay, so the company does not

Tbilisi Home is paid by the owner on every lease it signs, one month's rent. That meant the company got the search, the showings and 75 placements at no cost, and the owners got salaried tenants on twelve-month leases without marketing their apartments.

\$0 charged to the company

THE SUPPORT YEAR

What 310 requests look like

Placing someone in an apartment is the easy half. The hard half is the first year in a new country. The company engaged us for that half too.

- ✓ Opening Georgian bank accounts and setting up cards
- ✓ Learning the metro, the bus routes and the taxi apps
- ✓ Repairs, appliances, internet and building issues in the apartments
- ✓ Finding the nearest grocery stores, pharmacies and markets
- ✓ Transferring rent to owners and paying utilities each month
- ✓ Lease questions, deposits, and early releases when someone had to leave

310

Requests logged between April 2025 and April 2026

≈ 4

Requests per employee over the year

≈ 6

Requests per week for our team, on top of the rest of our work

On the fees. The housing search, the showings and the 75 placements cost the company nothing. Each owner paid our standard placement fee of one month's rent. The support year was a separate, paid engagement with the company. We do not publish its price here.

WHAT THIS MEANS

For companies, and for the owners who housed them

If you are relocating a team

This is the service. One showing day for the whole team, individual leases in each employee's name, furnished apartments in one district, move-ins handled, and a support desk for the first year. The search and the placements cost your company nothing, because the owners pay us.

- Tell us the headcount, the budget per person and the arrival dates.
- We source, show, negotiate, sign and move everyone in.
- We stay on for the first year if you want us to.

If you own an apartment in Tbilisi

Seventy-five owners leased to this team, at \$700 to \$1,200 a month, on twelve-month terms, without marketing their apartments. Corporate relocations bring salaried tenants who arrive on a fixed date and mostly renew. When the next team comes, we place them in apartments we already know.

- Furnished, in a modern building, near a metro station.
- Saburtalo, Vake and central districts first, but tell us what you have.
- Our fee is one month's rent, paid only when a lease is signed.

What was hard, and what we would do differently

Hard

- **Seventy-five owners.** Every lease was a separate negotiation with a separate person, each with their own view on deposits, pets, and what "furnished" means. There was no bulk deal to sign.
- **The half-day lost.** Three Chugureti showings and a minibus reroute cost the morning. It also cost the goodwill of three owners who had prepared their apartments.
- **Six requests a week for a year.** Bank accounts and metro lessons are not glamorous. They are also the reason people renew.

What we would do differently

1. **Ask about building style before the showing day.** A ten-minute survey would have sent both minibuses to Saburtalo from the start.
2. **Pre-brief owners on corporate tenants.** Some owners had never leased to a foreign employee on a company relocation. A one-page explanation up front would have shortened several negotiations.
3. **Log the support requests by category from day one.** We know there were 310. We would like to be able to show you exactly what they were.

THE PART MOST CASE STUDIES SKIP

What this page does not claim

The client is anonymous

The company asked not to be named. We describe its country and its industry, nothing more. No employee, owner or building is identified.

"Most renewed" is not a percentage

We are not publishing the exact renewal count. It was a clear majority. Some employees left Georgia early for their own reasons, and we released them from their leases.

310 is the logged count

It is the number of requests our team recorded. Quick questions answered on the spot were not always logged, so the real number is higher, not lower.

2025 rents

\$700, \$800 and \$1,200 were the rates agreed in spring 2025 for furnished apartments in Saburtalo. Rents move. Use them as a marker, not a quote.

No rent roll published

The mix of studios, one-bedrooms and two-bedrooms, and the total monthly rent, are withheld to protect the client and the owners.

Not advice

Nothing on this page is legal, tax or immigration advice. Employment, residency and lease rules change. Every relocation is checked with lawyers before anyone signs.

About this page

This case study describes a real engagement carried out by Tbilisi Home between April 2025 and April 2026. Figures come from Tbilisi Home's showing schedule, lease register and support log. Rents are the rates agreed on the leases, in US dollars. The client's identity, the employees, the owners, the building addresses, the lease mix and the total rent are withheld at the client's request.

Disclaimer

Past engagements do not guarantee future results. Rents quoted are historical. Not legal, tax or immigration advice.

Read this case study online at tbilisihome.ge/investors/case-studies/corporate-relocation-75-apartments/

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