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# AXOR GROUP

## MARKET PRICING ANALYSIS

Premium Investment Web Portal Development

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Comparative Cost Analysis: European Markets  
Based on Technical Specification v1.0

# EXECUTIVE SUMMARY

This document presents a comparative market analysis of software development costs for the AXOR Group premium investment portal. The analysis covers hourly rates, total project estimates, and timelines across key European and global markets.

## KEY FINDINGS

- Estimated Budget: EUR 267,000 – 527,000 (depending on scope and vendor tier)
- Recommended Timeline: 12–14 months with 4 quarterly releases
- European markets offer 40–55% savings vs. US at comparable quality
- Project scope: 4,450–6,750 development hours across 15 functional modules

**4,450–6,750**  
DEVELOPMENT HOURS

**12–14**  
MONTHS TIMELINE

**10–12**  
TEAM MEMBERS

## 1. HOURLY RATE COMPARISON BY REGION

The following comparison demonstrates cost differences across major markets for equivalent quality tiers. Rates are based on aggregated data from Clutch.co, Index.dev, Brainhub, Alcor BPO, and TechBehemoths (2025).

Region	Junior (EUR/h)	Mid-Level (EUR/h)	Senior (EUR/h)	vs Western Europe
Western Europe (UK, DE, FR)	60–80	80–120	120–180	Baseline
Nordics (SE, NO, DK)	65–90	90–130	130–200	+10–15%
Central-Eastern Europe (PL, CZ)	28–40	40–65	65–95	–40–55%
Baltics (EE, LV, LT)	25–35	35–55	55–85	–45–55%
South-Eastern Europe (RS, RO, BG)	20–30	30–50	45–75	–50–65%
United States (reference)	70–100	100–150	150–250	+30–50%

Sources: Brainhub (2025), Index.dev European Developer Rates (2025), Alcor BPO (2025), TechBehemoths, Clutch.co

## 2. AGENCY RATES BY ROLE (CEE MARKET)

Detailed breakdown of B2B agency rates by specific roles required for the AXOR Group project. Rates reflect agency pricing (including overhead, PM, infrastructure) rather than freelancer rates. Data based on Central-Eastern European market benchmarks.

Role	EUR/month	EUR/hour	USD/hour
Senior Frontend (React/Next.js)	5,100–7,000	31–42	33–45
Senior Backend (Node.js)	4,900–6,500	29–39	31–42
Tech Lead / Architect	6,000–8,100	36–49	39–53
UX/UI Designer (Senior)	4,200–5,800	25–35	27–38
Motion / 3D Designer	3,700–5,600	22–34	24–37
Project Manager	5,300–6,500	32–39	35–42
QA Engineer	4,000–5,100	24–31	26–33
DevOps / Cloud Engineer	5,600–7,000	34–42	37–45

*Agency rates include overhead (offices, HR, legal, tools, infrastructure). Freelancer rates are typically 25–35% lower but do not include project management, quality assurance, or continuity guarantees.*

### 3. AXOR GROUP PORTAL: COST BREAKDOWN BY MODULE

Detailed cost estimation based on market rates and project scope analysis. Estimates assume a blended agency rate of EUR 50–65/hour (mid-tier to premium agency in CEE region).

Functional Module	Hours (min)	Hours (max)	Cost Min (EUR)	Cost Max (EUR)
Discovery + Architecture	200	300	10,000	19,500
UI/UX Design (Awwwards-level)	400	600	20,000	39,000
Public Portal + Animations (GSAP, Framer)	600	900	30,000	58,500
Interactive 3D/2.5D Property Maps	400	600	20,000	39,000
Investment Calculator	150	250	7,500	16,250
Notion CMS + AI Content Engine	200	300	10,000	19,500
Bitrix24 CRM Integration (Full)	400	600	20,000	39,000
Investor Cabinet (Auth, Dashboard, Docs)	500	700	25,000	45,500
AI Features (PDF, Video, WhatsApp)	400	600	20,000	39,000
Analytics (GA4, GTM, Looker Studio)	150	200	7,500	13,000
Multi-language + RTL (EN, RU, SR, AR)	200	300	10,000	19,500
PWA + Performance Optimization	150	200	7,500	13,000
QA + Testing	500	700	25,000	45,500
Project Management (12 months)	400	500	20,000	32,500
DevOps + CI/CD + Infrastructure	200	300	10,000	19,500

**SUBTOTAL:** 4,450–6,750 hours | EUR 222,500 – 438,750

**CONTINGENCY (20%):** EUR 44,500 – 87,750

**TOTAL ESTIMATE: EUR 267,000 – 527,000**

## 4. REGIONAL COST COMPARISON

The same project scope delivered by agencies in different regions. This comparison uses identical hours (4,450–6,750) multiplied by regional blended agency rates, with a uniform 20% contingency buffer.

Market	Avg Rate (EUR/h)	Estimate Min	Estimate Max
United States	130–180	EUR 580,000	EUR 1,200,000+
UK / Germany	100–140	EUR 445,000	EUR 950,000
Netherlands / Nordics	110–160	EUR 490,000	EUR 1,080,000
Central-Eastern Europe (PL, CZ)	50–65	EUR 267,000	EUR 527,000
Baltics (EE, LV)	40–60	EUR 220,000	EUR 470,000
South-Eastern Europe (RS, RO)	35–55	EUR 190,000	EUR 410,000

*Methodology: Estimates calculated using the same scope multiplied by regional blended agency rates. Sources: Clutch.co, Index.dev, Brainhub, Alcor BPO, ScienceSoft.*

## 5. REGIONAL RISK FACTORS

Comparison of key risk factors across regions that may impact total project cost and timeline beyond hourly rates.

Risk Factor	Western Europe	Central-Eastern Europe	South-Eastern Europe	Baltics
EU Legal Framework	Full EU member	Full EU member	Mixed (RS: non-EU)	Full EU member
GDPR Native	Yes	Yes	No (RS) / Yes (RO)	Yes
Talent Pool Size	Large	Large (PL: 430K+)	Limited (35–80K)	Small (50–90K)
Scaling Risk	Low	Low	Medium	Medium-High
English Level	Native / High	High (#13 globally PL)	Moderate (#28–35)	High (#20–25)
PropTech Experience	Extensive	Established	Limited	Some (fintech)
Rate Stability	Stable	Moderate (+5–8%/yr)	Rapid (+10–15%/yr)	Moderate (+6–9%/yr)

## 6. DEVELOPMENT TIMELINE

Recommended delivery timeline based on industry benchmarks and technical specification analysis. Organized in 4 quarterly releases with continuous deployment.

Phase	Deliverables	Duration	Cumulative
Q0	Discovery, Architecture, Design System	6–8 weeks	2 months
Q1 (v1.0)	Public Portal, Animations, CRM Base, Calculator, Map, GA4	10–12 weeks	5 months
Q2 (v2.0)	Notion CMS, Blog, AI PDF/Video/WhatsApp, Telephony	10–12 weeks	8 months
Q3 (v3.0)	Investor Cabinet, Auth, Dashboard, Document Mgmt, PWA	10–12 weeks	11 months
Q4 (v4.0)	Advanced Analytics, A/B Testing, Push Notifications, QA	8–10 weeks	12–14 months

## Industry Benchmarks

Project Type	Typical Duration	Source
Complex website	12–24+ weeks	GoodFirms
Custom web application	3–9 months	Industry standard
Enterprise portal	6–18 months	Various
Investment platform	8–14 months	ScienceSoft

## 7. RECOMMENDED TEAM COMPOSITION

Optimal team structure for delivering the full project scope within the recommended timeline. Core team of 10–12 specialists with flexible scaling per phase.

Role	Count	Allocation	Monthly (EUR)	12-mo Total (EUR)
Project Manager	1	100%	5,500–6,500	66,000–78,000
Tech Lead / Architect	1	100%	7,000–8,100	84,000–97,200
Senior Frontend (Next.js)	2–3	100%	12,000–21,000	144,000–252,000
Senior Backend (Node.js)	1–2	100%	5,500–13,000	66,000–156,000
UX/UI Designer	1–2	100% / 50%	4,200–9,000	50,400–108,000
Motion / 3D Designer	1	50–100%	2,800–5,600	33,600–67,200
QA Engineer	1–2	100%	4,200–10,200	50,400–122,400
DevOps Engineer	1	50%	2,800–3,500	33,600–42,000

Agency overhead (PM tools, infrastructure, legal, profit margin) adds 30–50% to raw salary costs. The total project estimate in Section 3 reflects actual agency pricing including all overhead.

## 8. BUDGET SCENARIOS

Three budget scenarios based on scope definition clarity, team experience, and risk tolerance.

OPTIMISTIC	REALISTIC	MAXIMUM
<b>EUR 200,000 – 280,000</b> Experienced team, clear scope	<b>EUR 280,000 – 400,000</b> Average complexity, typical risks	<b>EUR 400,000 – 527,000</b> Full scope + all AI features

## Equivalent Costs in Other Markets

Market	Equivalent Cost Range	Premium vs CEE
United States	EUR 580,000 – 1,200,000+	+150–200%
UK / Germany	EUR 445,000 – 950,000	+80–140%
Netherlands / Nordics	EUR 490,000 – 1,080,000	+100–170%

## 9. SUMMARY

Parameter	Value
Project Scope	Premium investment web portal with CRM, AI automation, investor cabinet, 4 languages
Optimistic Budget	EUR 200,000 – 280,000
Realistic Budget	EUR 280,000 – 400,000
Maximum Budget	EUR 400,000 – 527,000
Equivalent in UK/Germany	EUR 445,000 – 950,000 (80–140% premium)
Equivalent in USA	EUR 580,000 – 1,200,000+ (150–200% premium)
Timeline	12–14 months, 4 quarterly releases
Team Size	10–12 dedicated specialists
Contract Model	Annual fixed-budget with quarterly milestones

### DISCLAIMER

This analysis is based on publicly available market data from Clutch.co, Brainhub, Index.dev, Alcor BPO, TechBehemoths, ScienceSoft, Statista, and individual agency websites. Actual pricing may vary based on specific project requirements, team seniority, contract structure, and market conditions at the time of engagement. All estimates should be validated through direct agency proposals.