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Developers' margins are decreasing. The time of gross margins of around 40% is over; now the standard is 20-25%. Developers who suffered most from the crisis were those specializing in luxury and high-standard projects, where margins were the highest. "There are very small chances that next year's profitability will be close to levels from 2007 or 2008," said Ronson Europe CFO Tomasz Łapiński. "2010 will bring further lowering of margins because current market conditions are harder than in previous years." In a table next to the article showing gross margins of Warsaw Stock Exchange-quoted developers, Ronson is featured as the company with the highest gross margin, at 34.5%.

