

—GLOBAL RESIDENTIAL DEVELOPMENT—

BRANDED RESIDENCES

TRACK RECORD



savills



Image: One Hyde Park, The Residences at Mandarin Oriental, London
Cover image: Mandarin Oriental Residences, Barcelona

INTRODUCTION

As the market leader in the branded residential sector, Savills Global Residential Development is the trusted partner to advise and support clients throughout the entire development lifecycle.

The last decade has seen the branded residential sector increase by 170 percent, with a record of over 100 new developments opening in 2020, and a pipeline more diverse than ever. Savills Global Residential Development is uniquely positioned to be at the forefront of this expansion with an extensive market database which continues to grow both in size and quality as well as an established track record covering over 250 projects across 43 different countries worldwide during this period.

Based in London, our team of experts has unrivalled experience of working on a range of projects from luxury large-scale mixed use destination resorts to specialist standalone residential developments across urban and resort locations around the world. By working closely with Savills international network of offices and sales teams, we provide our clients with a seamless end-to-end advisory service through a thorough understanding of global property demand dynamics.

We pride ourselves on our reputation as thought pioneers in the branded residential sector, producing an annual report covering market trends, opportunities and the latest sector dynamics. Over the next few pages we provide a brief overview of the branded residential sector and outline the services and capabilities we offer our clients. We conclude the document with a list of our branded residential track record over recent years, which is not only testament to the range of developments we have worked on, but also to the diversity of services we offer and the breadth of our geographical coverage.

Whether you have a specific development or opportunity in mind or would like to find out more about how we can help, please do not hesitate to get in touch.



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ABOUT US

The Savills Global Residential Development team is made up of two core divisions, Consultancy and Sales & Marketing. The two branches work simultaneously to ensure a seamless end-to-end client service from project conception to delivery.

With over 10 years of experience working across an international remit, the team sits within the Savills headquarters in London and works in conjunction with Savills offices and Associates located across the globe to ensure our advisory services take into consideration both local and international market dynamics and trends.

650+

Savills offices and associates globally.

88%

Of projects in 2020 included branded residences.

250+

Projects advised to date.

100+

Nationalities on our development sales database.

16.3

Bln € GDV consulted on in 2019-2020.

43

Countries we have consulted in.



UNITED KINGDOM
PROPERTY AWARDS
REAL ESTATE

BEST PROPERTY AGENCY / CONSULTANCY LONDON

Savills International Development Consultancy

★★★★★
2020-2021



INTERNATIONAL
PROPERTY AWARDS
REAL ESTATE

BEST PROPERTY AGENCY / CONSULTANCY UNITED KINGDOM

Savills International Development Consultancy

2020-2021



INTERNATIONAL
PROPERTY AWARDS
REAL ESTATE

BEST INTERNATIONAL PROPERTY AGENCY / CONSULTANCY

Savills International Development Consultancy

2020-2021

The International Property Awards celebrates the highest levels of achievement by companies operating in all sectors of the property and real estate industry.

Savills Global Residential Development (formerly Savills International Development Consultancy) was awarded ‘Best Property Agency / Consultancy 2020-2021’ for the London (5-Star winner), UK, and Global award categories.



Image: Regent Pool Club, Montenegro

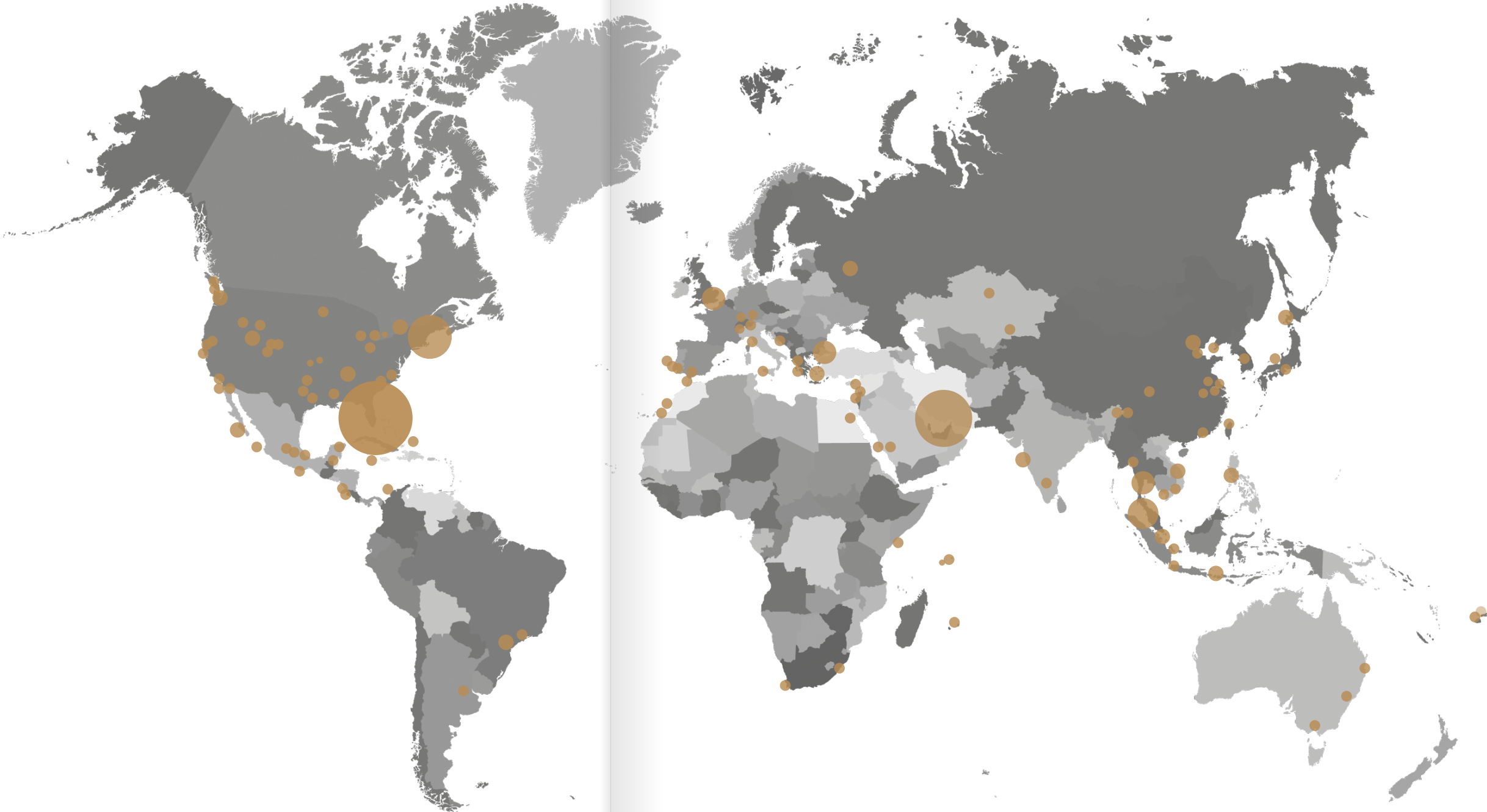
BRANDED RESIDENCES OVERVIEW

There are more than 500 branded residential projects open globally, comprising over 76,000 individual residential units.

The branded residence sector has grown 170% by number of schemes over the past 10 years and 2020 was another record year, with over 100 additional schemes opening. Between 2021 and 2025, the market will continue to expand with a further 240 schemes in the pipeline.

Historically focused in North America, the region was home to over half of all schemes until 2015 and still accounts for 40% of completed schemes. The pipeline demonstrates that brands are continuing to diversify geographically, particularly driven by growth in Asia Pacific.

The Asia Pacific region accounts for the largest share of pipeline schemes (25%), followed by the Middle East & North Africa (20%), and Europe (17%), compared to 16% in North America.



170%

Sector growth over the past 10 years.

76,000

Branded Residences globally.

31%

Average premium over an eq. non-branded unit.

77%

Completed developments by Luxury hotelier brand.

183

Developments in USA - global leader.





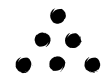








63%

Located in urban locations.

EXPANDING BRANDED SECTOR











The world of branded residences has historically been dominated by hospitality brands. Established players in the hotel sector, including Four Seasons, Marriott International, Mandarin Oriental, and Accor, have recently been joined by lifestyle and fashion brands including the likes of Aston Martin, Fendi, Armani, and Pininfarina.

HOSPITALITY

 FOUR SEASONS	 MANDARIN ORIENTAL	 THE RITZ-CARLTON®	 ST REGIS
 HOTELS	 SIX SENSES	ROSEWOOD	
 RAFFLES HOTELS & RESORTS	PARK HYATT™	 BANYAN TREE	 INTERCONTINENTAL HOTELS & RESORTS
One&Only	 ADDRESS HOTELS+RESORTS	 SHERATON	WESTIN® HOTELS & RESORTS
THE LUXURY COLLECTION		LUX* RESORTS & HOTELS	 WALDORF ASTORIA™

<u>21%</u> Marriott Group market share (by parent group).	<u>28%</u> Non-hotelier global average sales premium.	<u>84%</u> Completed schemes operated by hotel brands.	<u>88%</u> Hotel brands share of global pipeline.
<u>11</u> New non-hotelier brands are expected to enter the sector by 2025.	<u>40</u> Four Seasons is the leading hotel brand operating developments.	<u>29</u> Number of APAC pipeline non-hotelier developments.	<u>73%</u> Completed non-hotelier developments by design brands.

LIFESTYLE & FASHION

yoo	BVLGARI	ARMANI/CASA	roberto cavalli
FENDI		ELIE SAAB	MISSONI
NOBU	 PORSCHE DESIGN	 SWAROVSKI	 Tonino Lamborghini
CONDÉ NAST	 VERSACE	DIESEL	
 Palazzo Versace	 GREG NORMAN™		 PHARRELL WILLIAMS

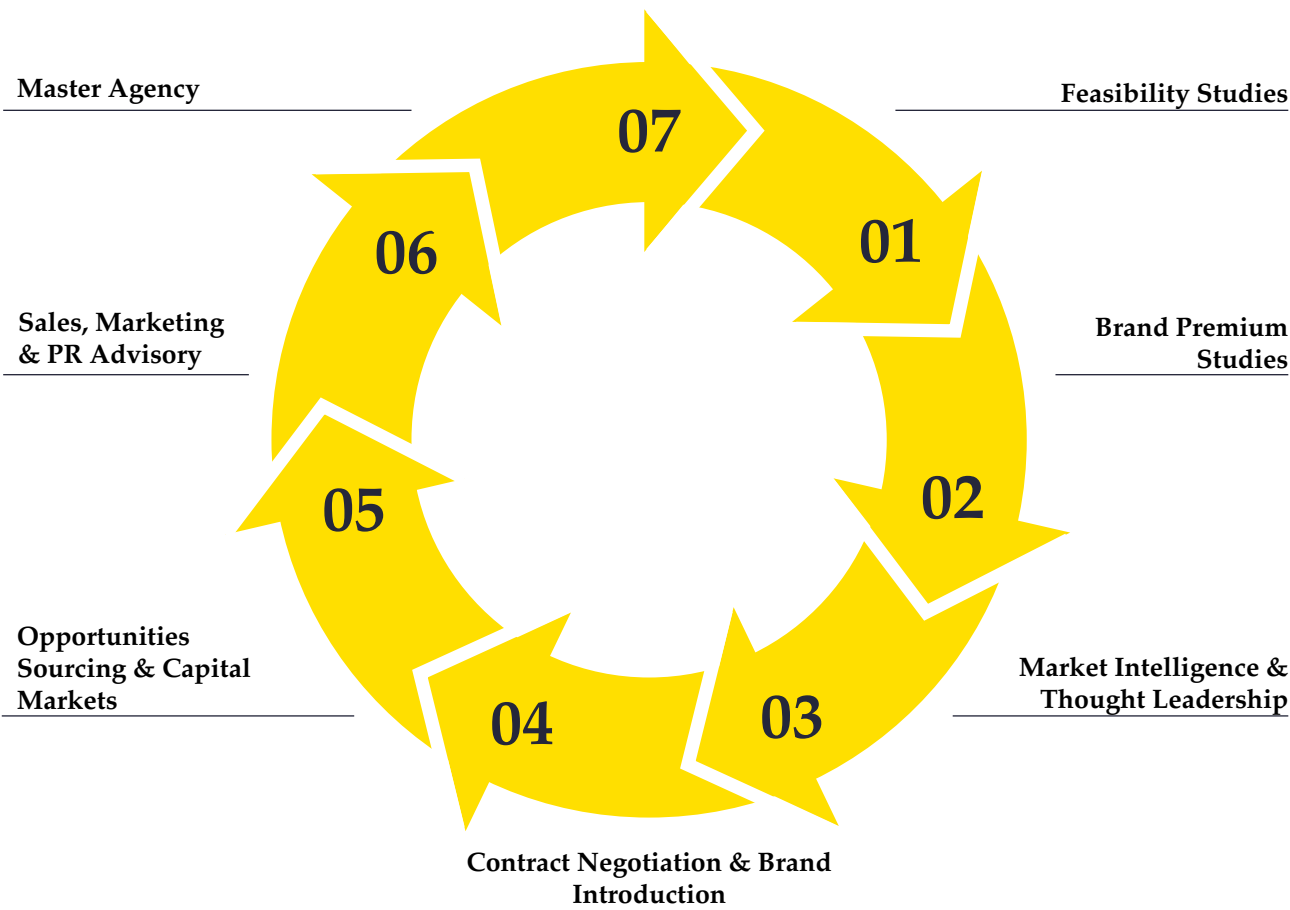
END-TO-END SERVICE

Our goal is to provide an end-to-end service to our clients, enabling and guiding them throughout the entire development lifecycle.

Our consultancy team supports our clients from project inception through to the final design review, ensuring that the product is as market-primed as possible. A smooth transition to pre-launch marketing and sales is facilitated by the deep understanding that the wider team has already acquired of the project. With such early engagement from both advisor and agent, our clients feel confident in the saleability of their product from the very start.

As specialists in branded residences, we are well positioned to advise both new and experienced players to the sector. We are constantly updating our sector intelligence and produce market leading research for our clients that also feeds into our feasibility reports and brand premium studies. This broad service offering is enabled and enhanced by the fantastic network that we have built up over the years with brands, developers and investors who are active or interested in the sector. As a central point of contact for these parties, we are ideally positioned to offer a source and introduction service, connecting investors to opportunities where interests align. This extends to a full capital markets capability where we will manage the entire transaction process on behalf of a client.

Clients can engage us on any or all of our service lines and we are always willing to discuss the bespoke needs of our clients and their projects.



FEASIBILITY STUDIES

On behalf of investors, developers and brands, Savills GRD produces bespoke Feasibility Studies to de-risk and add value to mixed-use and residential projects around the world. At the core of these studies lies our global understanding of the branded residential sector, detailed local market research and data-driven development recommendations. The exact scope of our feasibility studies can be tailored to our clients needs but are always built upon detailed due diligence including a full site and masterplan review, local and international market research and comparable data analysis. Based on the core principals derived from this due diligence, combined with our considerable global experience, Savills GRD can provide development recommendations, producing a full architectural brief, including recommended unit mix, size, pricing, phasing and absorption forecasts.

"The Savills team worked extremely well and provided an excellent set of deliverables which provided unique insights and recommendations for the residential component of the project. The team were highly knowledgeable, always available for us and professional. Savills demonstrated consistently their value add and desire to go the extra mile for their client." Giles Hannah, Amaala, Saudi Arabia



Amaala, Saudi Arabia

Location | Red Sea, Saudi Arabia

Project | 3 x master planned developments, 800+ residential units, multiple hotels, golf courses, marinas, and cultural and leisure districts.

Role | Global Market and Purchaser Profile Research, Development Consultancy, Development Recommendations, Pricing Recommendations, Branded Residences.

Brand | 14 x Luxury, Upper-Upscale & Lifestyle brands

When | 2019 – Ongoing

Client | Public Investment Fund



Antognolla, Italy

Location | Umbria, Italy

Project | Existing Castello and Borgo, golf course, and farm houses, to be redeveloped to provide a luxury hotel and residences, in addition to 81 x newly developed branded residences, leisure, and F&B facilities.

Role | Market Research, Development Consultancy, Design Consultancy, Pricing Recommendations, International Sales & Marketing.

Brand | Six Senses

When | 2019 – Ongoing

Client | VIY Management



Tour Charenton, France

Location | Paris, France

Project | A 12ha regeneration project on the South Eastern periphery of Paris to include office, retail, hotel and residential units. To provide development recommendations for a central luxury residential tower (200m, 59 storey).

Role | Market Research, Branded Residences and Development Consultancy, Design Consultancy, Pricing Recommendations.

Brand | Confidential Brand

When | 2020

Client | Bouygues S.A.

BRAND PREMIUM STUDIES

The monetary value that a brand can add to a residential development is a fundamental element to the ongoing growth and success of the branded residential sector. Quantifying this value is an important marketing tool for brands seeking to expand their presence in the sector and for developers who wish to explore the real benefit of partnering with a brand. We undertake brand premium studies, isolating and calculating the percentage price uplift that a brand brings to a scheme. Currently, Savills GRD undertake annual brand premium studies on behalf of three of the sectors market-leading hospitality brands; Marriott International, Mandarin Oriental, and Hyatt on projects across Europe, the Americas, the Middle East, and Asia.

“The quality of their reports is excellent and very thorough. They have a deep knowledge base globally and in my opinion are one of the best advisory firms for residential development, in particular on the matter of branded residences.”
Dana Jacobsohn, Marriott International



Marriott International

Location | The Luxury Collection Pine Cliffs Resort, Algarve, Portugal; St Regis, Belgrade Waterfront, Serbia; The Residences at The Westin Resort Costa Navarino, Peloponnese, Greece; The Jaffa Residences, Tel Aviv, Israel; W, Algarve, Portugal; Sheraton Esenyurt, Istanbul, Turkey

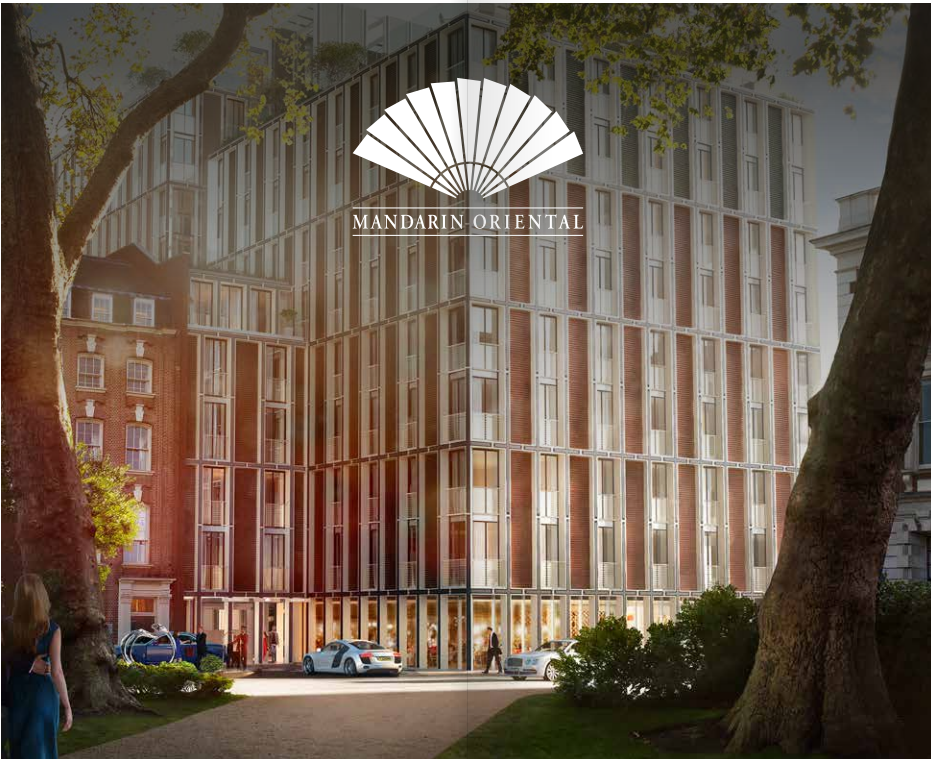
Project | Report to establish the pricing premium achieved within Marriott International branded residential developments over non-branded competitive supply, across multiple European markets.

Role | Market Research & Branded Premium Analysis

Brand | The Luxury Collection, St. Regis, Westin, W, and Sheraton

When | 2017 – Ongoing

Client | Marriott International



Mandarin Oriental

Location | The Residences at Mandarin Oriental, One Hyde Park, London The Residences at Mandarin Oriental, Hanover Bond, London

Project | Report to establish the pricing premium achieved within Mandarin Oriental branded residential developments over non-branded competitive supply.

Role | Market Research & Branded Premium Analysis

Brand | Mandarin Oriental

When | 2020

Client | Mandarin Oriental



Hyatt

Location | Park Hyatt Niseko, Grand Hyatt Grand Cayman, Grand Hyatt Manila

Project | Report to establish the pricing premium achieved within Hyatt branded residential developments over non-branded competitive supply.

Role | Market Research & Branded Premium Analysis

Brand | Park Hyatt & Grand Hyatt

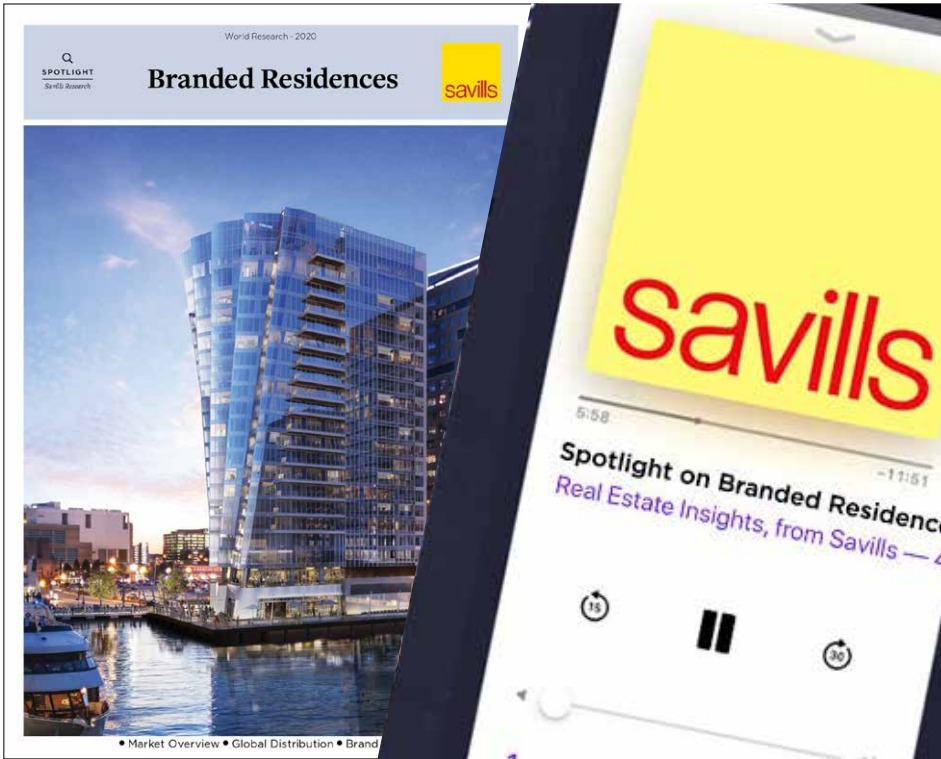
When | 2020

Client | Hyatt Hotel Corporation

MARKET INTELLIGENCE & THOUGHT LEADERSHIP

With the branded residential sector expanding and evolving at such a rapid pace, it is essential that investors and developers stay informed. Savills GRD leverages the extensive deal books and development database to derive invaluable insight into the profile of buyers, and highlight changes in market trends in real-time which we can use for the client’s benefit. In addition, we are constantly updating our knowledge of existing and pipeline developments in the sector, provided directly from the brands. We are therefore ideally placed to provide reliable and insightful market research and forecasts. Clients can commission bespoke research pieces tailored to suit their needs, both within and beyond the branded residential sector.

“Riyan and his team were able to provide critical industry insights and guidance. By providing upfront and honest advice around the challenges and opportunities of a non-property business entering this sector. We were able to formulate a strategy that leverages yet also protects our iconic brands.” Mark Elphicke, Condé Nast



Branded Residences Spotlight

Location | Global

Instruction | Annual overview of the Branded Residential sector, completed and pipeline developments, and trends. The report is the leading industry publication extensively cited by the brands, developers, clients, and in the national and international press.

When | 2018 - Ongoing

Client | Savills



Brands ID Capital

Location | Global

Instruction | Branded Residential sector intelligence report looking at key market players and locations, investigating net margins of branded vs. non-branded development and providing a spotlight on non-hotelier lifestyle branded residences as opposed to hotelier-led developments.

When | 2020

Client | Brands ID Capital



The Georgetown Company

Location | Global urban hotspots

Instruction | Market intelligence report highlighting the leading residential developments in Tier 1 cities and global hotspots (Dubai, Singapore, London, Hong Kong, Tokyo, Sydney) and their market performance.

When | 2020

Client | The Georgetown Company

CONTRACT NEGOTIATION & BRAND INTRODUCTIONS

The choice of brand to partner with in a project is of fundamental importance to the success of a development. We work with our clients to select the best fit for their project, whether a hotel brand or a lifestyle brand. We then lead the introduction and commercial negotiation of the residential management, marketing and licensing contracts to ensure our clients achieve the best financial terms while safeguarding the underlying partnership that is being created.



Lifestyle Brand Egypt

Location | Egypt

Instruction | Brand introduction to a non-hotelier lifestyle brand for a multi-site development pipeline, review of branded residential contract terms and conditions.

When | 2021

Client | Amer Group



MAAR Carcavelos

Location | Carcavelos, Portugal

Instruction | Brand selection and introduction for a 117-unit standalone residential development near Lisbon.

When | 2021

Client | Stone Capital

OPPORTUNITIES SOURCING, SALES & CAPITAL MARKETS

We can introduce developers, investors, and brands to opportunities around the world. Be this a green-field site, a consented purpose-built development or a repositioning exercise, we are ideally placed to de-risk and optimize strategies, market and source opportunities and execute transactions.



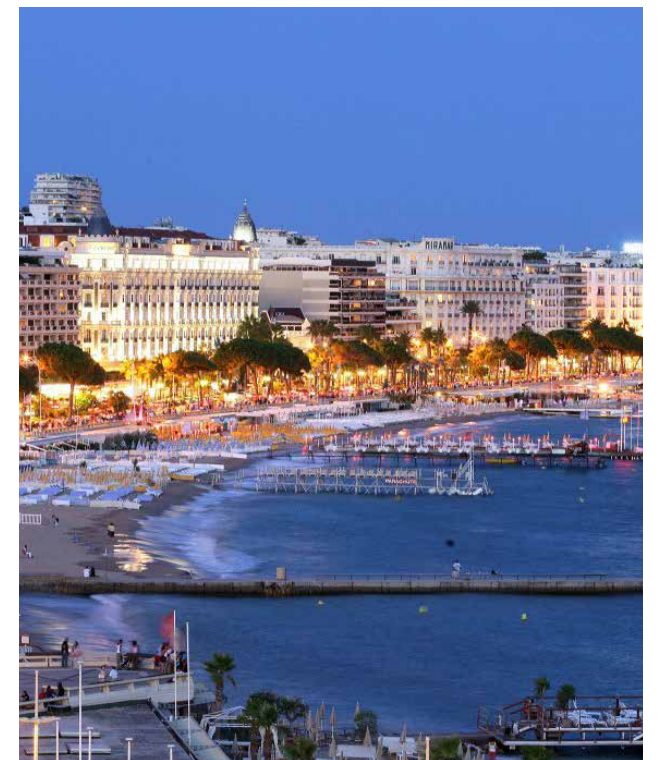
Oceanico Portfolio

Location | Portugal

Instruction | Disposal of five golf courses and multiple consented development plots including golf fronting villas in the Algarve, Portugal.

When | 2016

Client | Oceanico Group



Project Phoenix

Location | Cannes, France

Instruction | Capital markets services including pre-disposal due diligence, preparation of data room, sales particulars, and marketing campaign.

When | 2016 - 2017

Client | Confidential

SALES, MARKETING & PR ADVISORY

As an extension to the consultancy service offering, our GRD Sales team will work with clients from an early stage of the development process to tailor a sales, marketing and PR strategy suited to each scheme. We will formulate an effective marketing mix to target the right buyers around the world. We provide trusted advice from appointing branding agencies to creation of marketing collateral and sales experience centres to media buying to take advantage of Savills' global buying power.



W Residences Algarve

Location | Albufeira, Portugal

Instruction | Master Agency mandate to execute a global sales, marketing and PR strategy for 83 branded residences at W Algarve. This instruction involved working alongside Savills local associate, QP Savills, and appointing third party branding and media-buying agencies.

When | Ongoing

Client | Nozul Algarve S.A

Result | The fastest selling branded residential development in Europe with over 80% sold since the launch in Summer 2019.



Mandarin Oriental Residences, Barcelona

Location | Barcelona, Spain

Instruction | Master agency mandate to deliver an off-market global sales and marketing strategy for 34 residential units within the first standalone Mandarin Oriental branded residences in the world.

When | Ongoing

Client | KKH Property Investors

Result | Achieved new prime price levels in Barcelona.

MASTER AGENCY

Combining unrivalled market knowledge with an extensive network of over 600 offices and associates worldwide, we will act as the single point of contact for clients throughout the entire development phase until the very last square meter is sold.

Our team of experts will deliver a full suite of project sales and marketing services in a seamless and professional manner from buyer behaviour analysis, global sales office coordination, international campaign management, events, PR, to building a sales experience and on-site team.



Porta dei Leoni

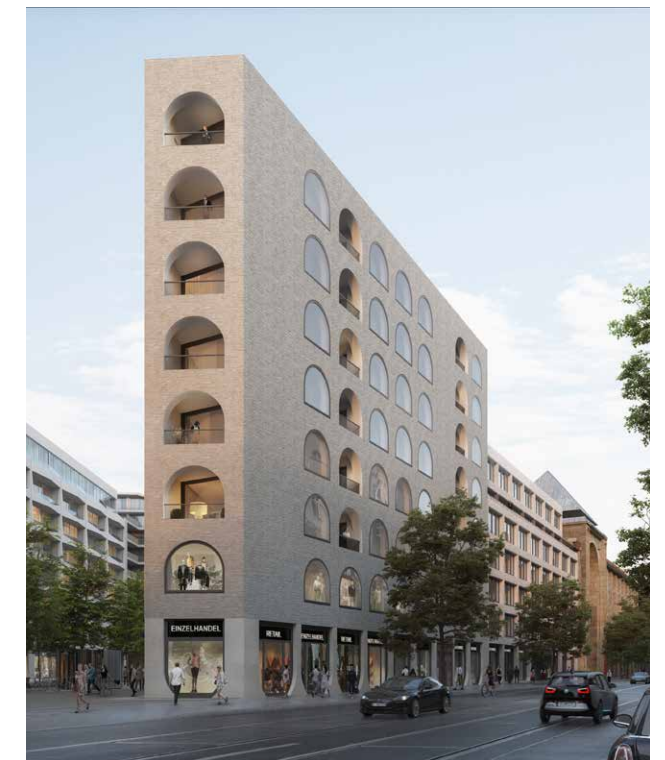
Location | Rome, Italy

Instruction | Exclusive sales and marketing mandate for 100 non-branded apartments in a central Roman development. This instruction involved working alongside Savills associate, BeLiving, as well as appointing a third-party branding and media agencies to assist with the promotion and sale of the properties.

When | Ongoing

Client | Fortress Investment Group

Result | 96% sold as at June 2021 with the scheduled completion in Q4 2021.



Am Tacheles

Location | Berlin, Germany

Instruction | Joint international sales and marketing mandate for 5 buildings with 133 non-branded residential units in the only prime, large-scale, mixed-use new development project in Berlin. The instruction involved leveraging Savills' global network and delivering an international lead generation campaign.

When | Ongoing

Client | PWR Development GmbH

Result | Over 45% sold off-plan.

BRANDED RESIDENTIAL TRACK RECORD

Savills Global Residential Development has a proven track record of advising a range of clients including developers, investors, and brands on the optimisation of their developments.

Savills Global Residential Development has worked on a number of prestigious mixed-use and branded projects, such as:

- Azure Bay, Antigua
 - Pearn's Point, Antigua
 - Confidential Project, Vienna, Austria
 - The Yelken Tower, Baku, Azerbaijan
 - Radisson Residences, Split, Croatia
 - Nikola, Sibenik, Croatia
 - Clear Point Resort, Cavtat, Croatia
 - Ayia Napa Marina, Ayia Napa, Cyprus
 - W Limassol, Limassol, Cyprus
 - Cape Greco, Ayia Napa, Cyprus
 - The Landmark, Nicosia, Cyprus
 - The Olympic Resort, Limassol, Cyprus
 - Heliopolis Residences, Cairo, Egypt
 - Tour Charenton, Paris, France
 - Quai Branly, Paris, France
 - La Barquette, Marseillan, France
 - Confidential Project, Paris, France
 - Sololaki Rise, Tbilisi, Georgia
 - Green Cape, Batumi, Georgia
 - Hellinikon, Athens, Greece
 - Costa Navarino, Peloponnese, Greece
 - Kassiope, Corfu, Greece
 - Varko Bay, Varko Bay, Greece
 - Paleo Faliro, Athens, Greece
 - Castello di Casole, Tuscany, Italy
 - Antognolla, Umbria, Italy
 - Portopiccino, Trieste, Italy
 - Confidential Project, Puglia, Italy
 - Bali Regent Residences, Bali, Indonesia
 - The Alila Uluwatu, Bali, Indonesia
 - St. Regis Astana, Astana, Kazakhstan
 - LUX* Resort, Grand Baie, Mauritius
 - Cuatro Cuatros Resort, Ensenada, Mexico
 - Sveti Marko Island, Tivat, Montenegro
 - Porto Montenegro, Tivat, Montenegro
- Safiro, Adriatic Coast, Montenegro
 - Portonovi, Herceg Novi, Montenegro
 - Bigova Bay Resort, Bigova, Montenegro
 - Montrose, Lustica, Montenegro
 - Lustica Bay, Lustica, Montenegro
 - Entrecampos, Lisbon, Portugal
 - W Algarve, Albufeira, Portugal
 - Vale do Lobo, Vale do Lobo, Portugal
 - Confidential Project, Bucharest, Romania
 - Morskoi Facad, St. Petersburg, Russia
 - Amaala, Red Sea, Saudi Arabia
 - Belgrade Waterfront, Belgrade, Serbia
 - Anse La Mouche, Mahé, Seychelles
 - Passeig de Gràcia 111, Barcelona, Spain
 - Banyan Tree Residences, Costa del Sol, Spain
 - W Resort, Marbella, Spain
 - Confidential Project, Marbella, Spain
 - Mandarin Oriental, Marbella, Spain
 - Santa Maria Polo Club, Sotogrande, Spain
 - EPIC Marbella, Marbella, Spain
 - Lumine Golf & Beach Club, Tarragona, Spain
 - La Reserva de Alcuzcuz, Costa del Sol, Spain
 - Edificio Estel, Barcelona, Spain
 - Hard Rock Davos, Davos, Switzerland
 - Mandarin Oriental, Bodrum, Turkey
 - Six Senses Kaplankaya, Bodrum, Turkey
 - Six Senses Whiteleys, London, United Kingdom
 - The Corinthia London, London, United Kingdom



Azure Bay

Location | Antigua

Project | 220ha plot with 5* hotel, branded residences, residential plots, retail accommodation, casino, spa, and deep-water marina.

Role | Market Research and Development Consultancy.

Brand | Luxury Brand (Confidential)

When | 2016

Client | Millennia-Montaigne Developments



Pearn's Point

Location | Antigua

Project | 55ha site, 140 x key hotel, and 67 x branded residences.

Role | Market Research, Development Consultancy, Sales & Marketing Strategy and International Sales & Marketing.

Brand | Setai

When | 2015 - Ongoing

Client | Orange Ltd.



AUSTRIA

Vienna

Location | Vienna, Austria

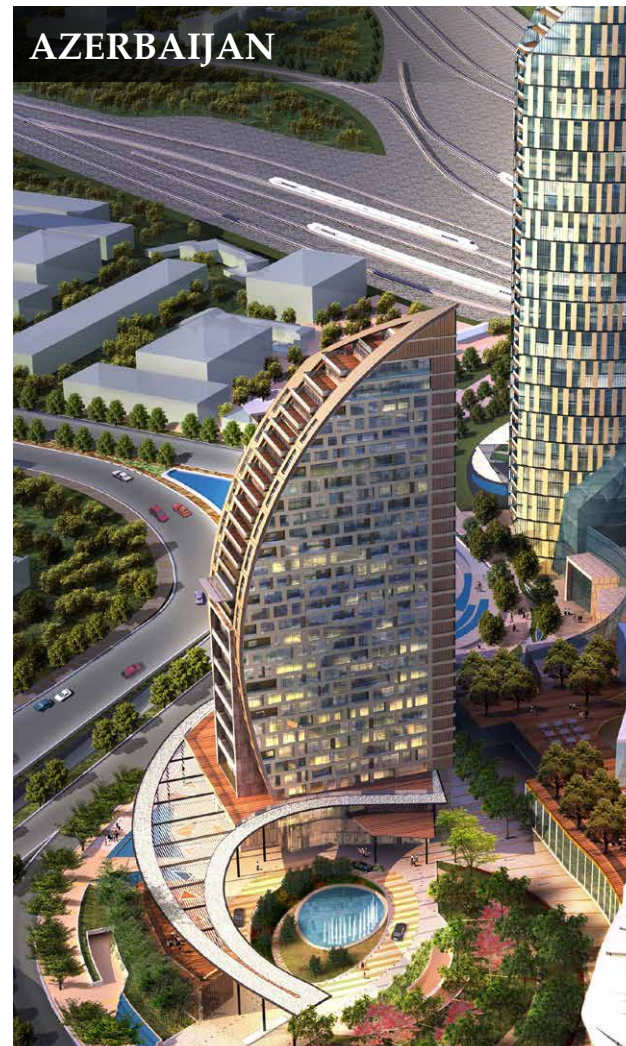
Project | Renovation of a 19th century palais in the First District of Vienna. The scheme will provide stand-alone branded residences.

Role | Market Research, Development Consultancy, Pricing Recommendations and Branded Residential Consultancy.

Brand | Luxury Brand (Confidential)

When | 2020

Client | Confidential



AZERBAIJAN

The Yelken Tower

Location | Baku, Azerbaijan

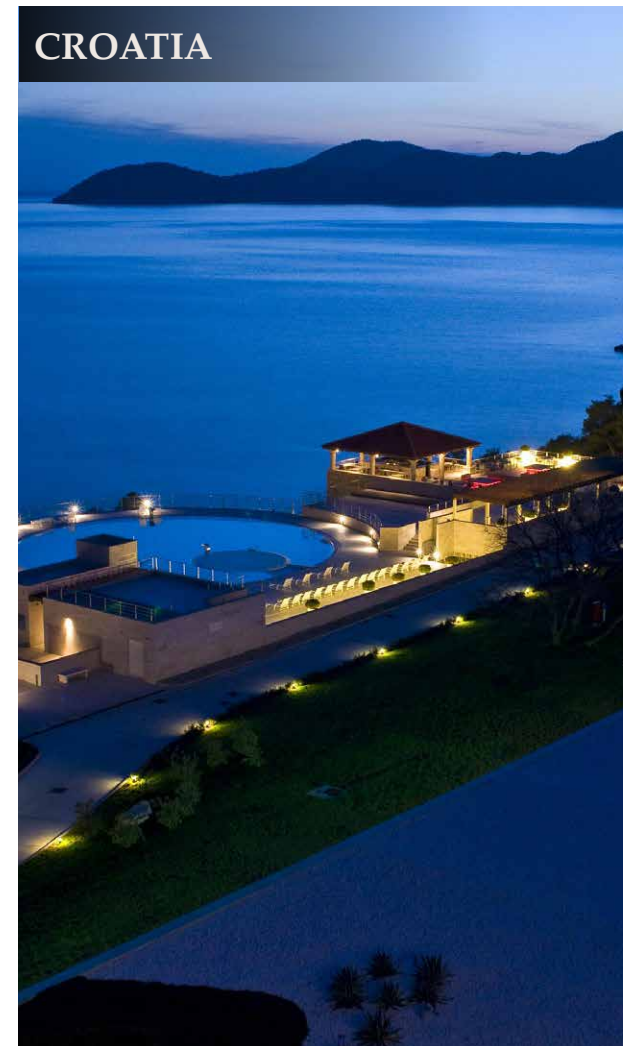
Project | Landmark 33-storey tower development within Azerbaijan's capital city. The Ritz-Carlton Hotel and Branded Residences, 190-key hotel and 74 x residential units in addition to supporting restaurants, spa, and further leisure amenities.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | The Ritz-Carlton

When | 2019 - 2020

Client | Absheron Hotel Group



CROATIA

Radisson Residences

Location | Split, Croatia

Project | Radisson Hotel and 102 x branded residences.

Role | Development Consultancy and Sales & Marketing Strategy.

Brand | Radisson

When | 2009

Client | Hotel Split d.d.



CROATIA

Nikola

Location | Šibenik, Croatia

Project | Master planned residential, hospitality, retail, and marina development in Šibenik on the Dalmatian Coast. Site extends to 65ha including over 1,400 branded and non-branded residential units, 4 x hotels, and over 5km of water frontage including retail, leisure, and F&B accommodation. 400 x berth marina including hotels, retail and F&B facilities.

Role | Market Research, Site Review, Development Consultancy, Pricing Recommendations and Financial Feasibility.

Brand | Luxury Brand (Confidential)

When | 2018 - Ongoing

Client | Confidential



CROATIA

Clear Point Resort

Location | Cavtat, Croatia

Project | 89 x key hotel, spa, retail facilities, marina, and branded residential apartments and villas.

Role | Market Research, Masterplan Review, Development Consultancy, Pricing Recommendations and Financial Appraisal.

Brand | Unconfirmed Brand

When | 2017

Client | Clearpoint Resort Doo



CYPRUS

Ayia Napa Marina

Location | Ayia Napa, Cyprus

Project | Luxury mixed-use resort comprising hotel, branded and non-branded residential units, marina and other associated facilities.

Role | Market Research, Residential & Hotel Feasibility Study, Development Consultancy, Sales & Marketing Strategy and International Sales & Marketing.

Brand | Luxury Brand (Confidential)

When | 2017 - Ongoing

Client | Confidential



CYPRUS

W Limassol

Location | Limassol, Cyprus

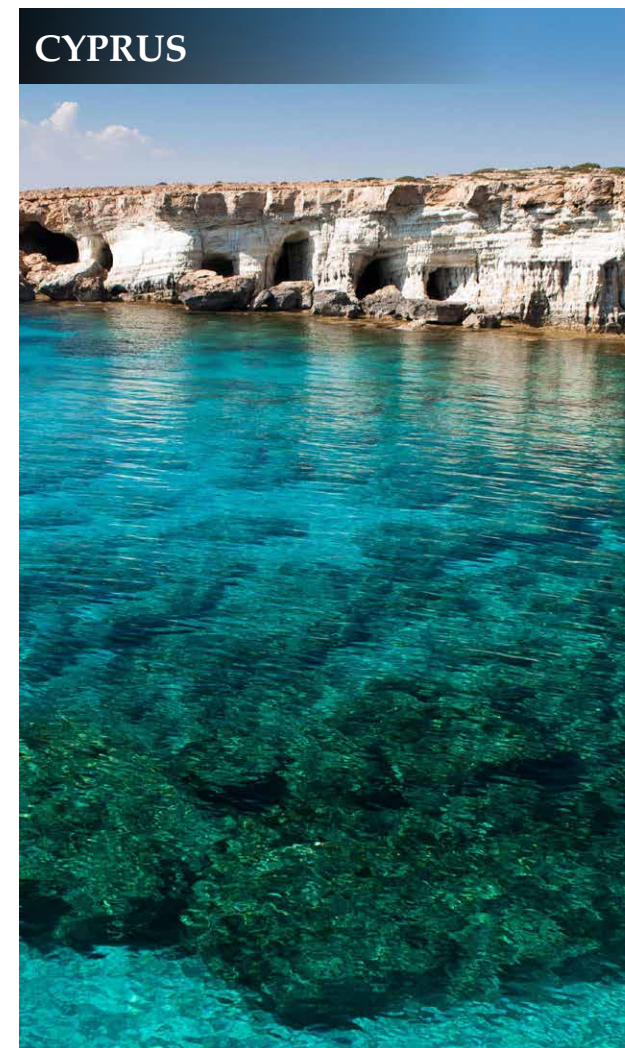
Project | Mixed-use high-rise development of 41 floors, including hotel, branded residential units and a beach club.

Role | Market Research and Development Consultancy.

Brand | W

When | 2017

Client | Confidential



CYPRUS

Cape Greco

Location | Ayia Napa, Cyprus

Project | Seafront 4.3ha site consisting of 45 x branded residential apartments to be operated by an international hotel operator, hotel, and supporting leisure facilities.

Role | Site Review, Market Research, Development Consultancy, Branded Residential Consultancy and Pricing Recommendations.

Brand | Luxury Brand (Confidential)

When | 2019

Client | Confidential



The Landmark

Location | Nicosia, Cyprus

Project | City centre redevelopment of the Hilton Hotel. The site spans over 2.9 ha and will comprise 130 x branded residential units and a 5* Upper-Upscale hotel (200+ keys) with affiliated amenities and F&B.

Role | Site Review, Market Research, Development Consultancy, Branded Residential Consultancy and Pricing Recommendations.

Brand | Hilton

When | 2019

Client | Cypriot Developer



The Olympic Resort

Location | Limassol, Cyprus

Project | The first branded residential project in Cyprus, 182 x standalone branded residential apartments branded and operated by The Ritz-Carlton. The prestigious Olympic Resort on the Limassol seafront.

Role | Market Research, Branded Residential Consultancy and Pricing Recommendations.

Brand | The Ritz-Carlton

When | 2020

Client | Marfields Enterprises



Heliopolis Residences

Location | Cairo, Egypt

Project | Feasibility study on the development of branded residences on the site occupied by the Fairmont Heliopolis.

Role | Market Research, Development Consultancy and Financial Appraisal.

Brand | Fairmont

When | 2010 - 2011, 2015

Client | Gulf Egypt for Hotels and Tourism



Tour Charenton

Location | Paris, France

Project | To provide development recommendations for a luxury residential tower (200m, 59 storey) as part of a 12ha mixed-use regeneration project.

Role | Market Research, Branded Residential Consultancy, Development Consultancy, Design Consultancy and Pricing Recommendations.

Brand | Confidential Brand

When | 2020

Client | Bouygues S.A.



FRANCE

Quai Branly

Location | Paris, France

Project | Comprising 53 x apartments, the branded residential redevelopment occupies one of the most prime locations in all of Paris, lying directly adjacent to the Eiffel Tower.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | Confidential Brand

When | 2019 - Ongoing

Client | Eiffage Immobilier



FRANCE

La Baraquette

Location | Marseillan, France

Project | Mixed-use development which will include a 62 x key Lux* branded hotel, and 170 x Lux* branded residential units.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | Lux*

When | 2018

Client | Propriétés & Co. Vineyard & Seaview E



FRANCE

Paris

Location | Paris, France

Project | Hotel and branded residential development scheme targeting an investment driven market in the outskirts of Paris.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | Upper-Upscale Brand (Confidential)

When | 2019

Client | Confidential



GEORGIA

Sololaki Rise

Location | Tbilisi, Georgia

Project | Hillside 43,500 sq m site overlooking the city of Tbilisi. The development will comprise of a 5* hotel of 195 x keys in addition to approximately 40 x branded residences.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | Autograph

When | 2020

Client | Confidential



GEORGIA

Green Cape

Location | Batumi, Georgia

Project | 70,000 sq m hilltop site with views over Batumi. The development will comprise of a 5* hotel of 120 x keys and approximately 40 x branded residences.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | The Luxury Collection

When | 2020

Client | Confidential



GREECE

Hellinikon

Location | Athens, Greece

Project | The largest regeneration project in Europe with approx. 3.0m sq m of Gross GBA and a GDV of over €8.0bn. The development, comprises over 10,000 residential units, 3,000 x hotel keys, 330,000 sq m of retail space, 280,000sq m of Class A office space, c.500,000 sq m education / healthcare and leisure facilities, metropolitan park, marina and casino.

Role | Market Research, Development Consultancy, Pricing Recommendations and Financial Feasibility.

Brand | 2 x Luxury Brands (Confidential)

When | 2014 - Ongoing

Client | Lamda



GREECE

Costa Navarino

Location | Peloponnese, Greece

Project | 5 x development sites 600ha+ in total, 2 x trading hotels 740 x keys in total in addition to more hotels in future phases, 2 x signature golf courses, and over 500 x branded and non- branded residential units.

Role | Feasibility Study, Market Research, Development Consultancy, Financial Appraisals, Sales & Marketing Strategy and International Sales & Marketing.

Brand | Westin

When | 2013 - Ongoing

Client | TEMES SA



GREECE

Kassiopi

Location | Corfu, Greece

Project | 44ha beachfront site, 90 x key luxury hotel with spa and fitness centre, pools, F&B and other supporting facilities, 76 x branded apartments, 40 x branded villas, beach club, and recreational and sports facilities and a 57 x berth marina.

Role | Feasibility Study, Market Research, Development Consultancy and Financial Appraisal.

Brand | Luxury Brand (Unconfirmed)

When | 2016 - 2018

Client | NCH Capital



GREECE

Varko Bay

Location | Varko Bay, Greece

Project | Beachfront 20ha site on the east coast of mainland Greece. The resort will comprise of a 5* hotel in addition to 37 x branded residential units.

Role | Market Research, Development Consultancy, Pricing Recommendations and Branded Residential Consultancy.

Brand | Banyan Tree

When | 2019

Client | Confidential



GREECE

Paleo Faliro

Location | Athens, Greece

Project | A 4.5ha beachfront site to the south-west of central Athens. The project will comprise of an 80 x key hotel with a beach club and 83 x branded residential units.

Role | Market Research, Development Consultancy and Financial Appraisal.

Brand | Marriott International Brand

When | 2019

Client | Confidential



ITALY

Castello di Casole

Location | Tuscany, Italy

Project | 1,700ha estate with 39 x key hotel and 49 x residential plots, in addition to spa and F&B facilities.

Role | Market Research, Pre-Acquisition Due Diligence and Pricing Recommendations.

Brand | Belmond

When | 2017

Client | Belmond



ITALY

Antognolla

Location | Umbria, Italy

Project | Existing Castello and Borgo, golf course, and farm houses, to be redeveloped to provide a luxury hotel and residences, in addition to 81 x newly developed branded residences, leisure, and F&B facilities.

Role | Market Research, Development Consultancy, Design Consultancy, Pricing Recommendations and International Sales & Marketing.

Brand | Six Senses

When | 2019 - Ongoing

Client | VIY Management



ITALY

Portopiccino

Location | Trieste, Italy

Project | The Luxury Collection branded hotel and residences in addition to non-branded residential units at the Portopiccino Marina.

Role | Pre-Acquisition Due Diligence, Market Research, Stock Analysis, Development Consultancy and Pricing Recommendations.

Brand | The Luxury Collection

When | 2019

Client | Oaktree Capital



ITALY

Puglia

Location | Puglia, Italy

Project | Coastal development site with consent to construct a luxury hotel and branded residences.

Role | Market Research, Development Consultancy, Pricing Recommendations and Branded Residential Consultancy.

Brand | Luxury Brand (Confidential)

When | 2019

Client | Omnam Group



INDONESIA

Bali Regent Residences

Location | Bali, Indonesia

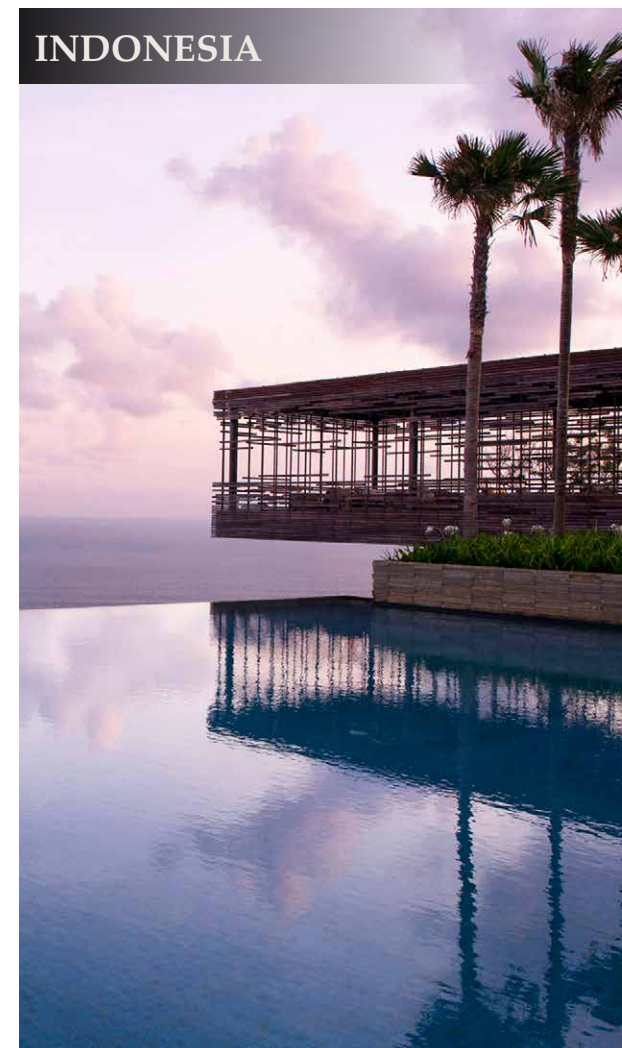
Project | Savills advised on the 24 x branded residential units within the wider scheme.

Role | Masterplan Review and Development Consultancy.

Brand | Regent

When | 2010

Client | The Mayapada Group



INDONESIA

The Alila Uluwata

Location | Bali, Indonesia

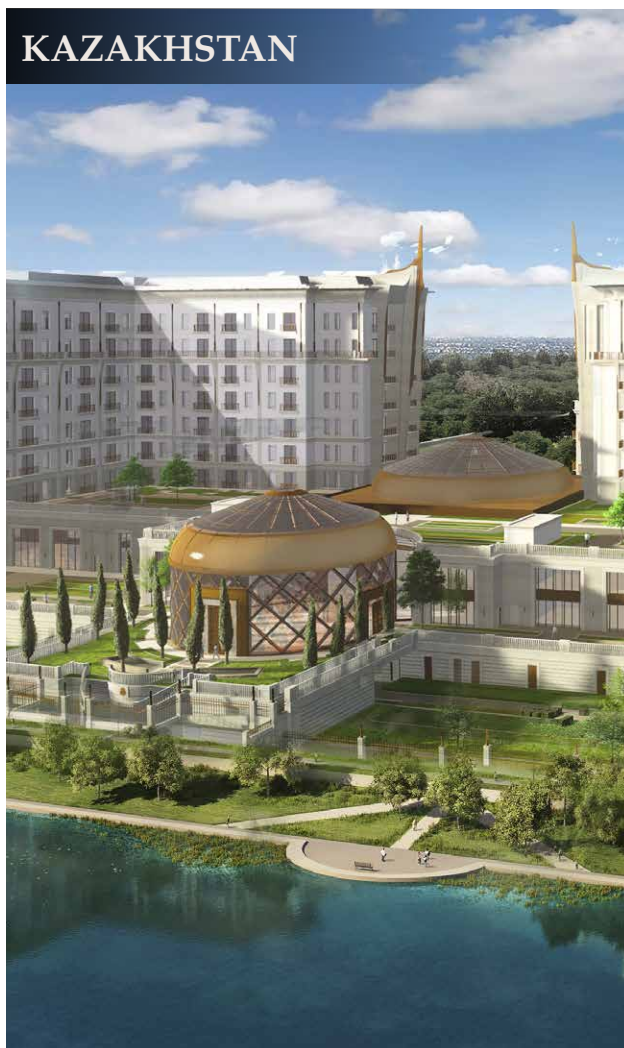
Project | 64 x branded residential villas with a 5* hotel including 2 x award winning restaurants and spa, situated over the cliffs of Bali.

Role | Sales & Marketing Strategy and International Sales & Marketing.

Brand | Alila

When | 2011

Client | Alila Hotel Group



St. Regis Astana

Location | Astana, Kazakhstan

Project | 120 x key St. Regis hotel and 50 x branded residential units in addition to associated retail and F&B facilities.

Role | Market Research, Development Consultancy and Design Consultancy.

Brand | St. Regis

When | 2014

Client | MG Development LLP



LUX* Resort

Location | Grand Baie, Mauritius

Project | Beachfront 4ha site on the island of Mauritius including 5-star hotel comprising 86 x suites and 34 x branded residences, in addition to associated retail, leisure, and F&B accommodation.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | LUX*

When | 2019

Client | LUX* Island Resorts Ltd.



Cuatro Cuatros Resort

Location | Ensenada, Baja California, Mexico

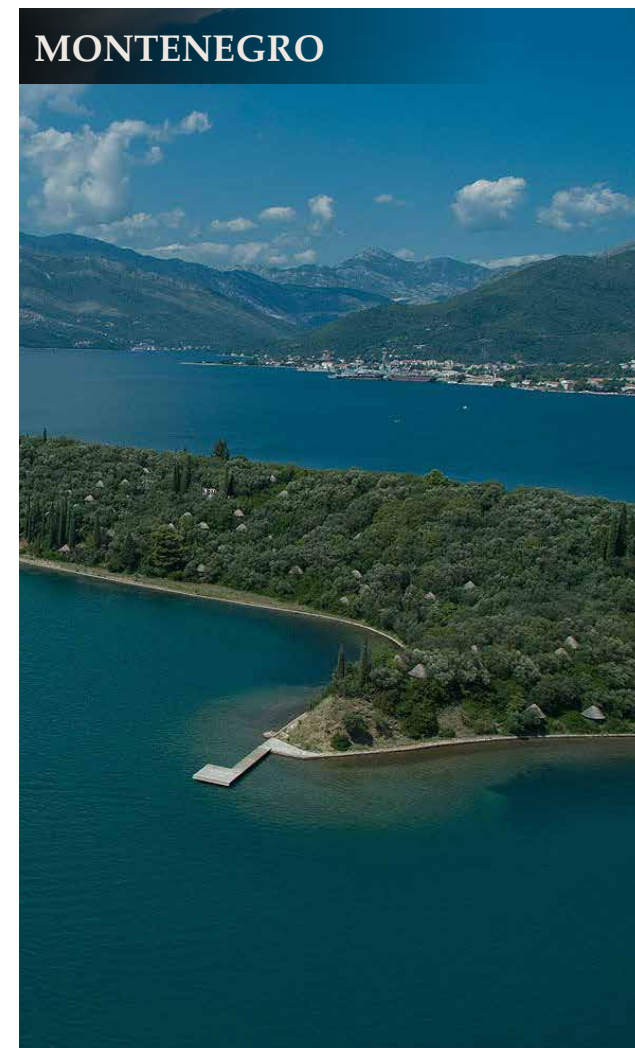
Project | 1,000ha site, 1,000 x residential units, 3 x hotels and vineyards.

Role | Market Research, Development Consultancy, Financial Appraisal and Capital Markets.

Brand | Unconfirmed Brand

When | 2015 - 2016

Client | Cuatrocuatros SA



Sveti Marko Island

Location | Tivat, Montenegro

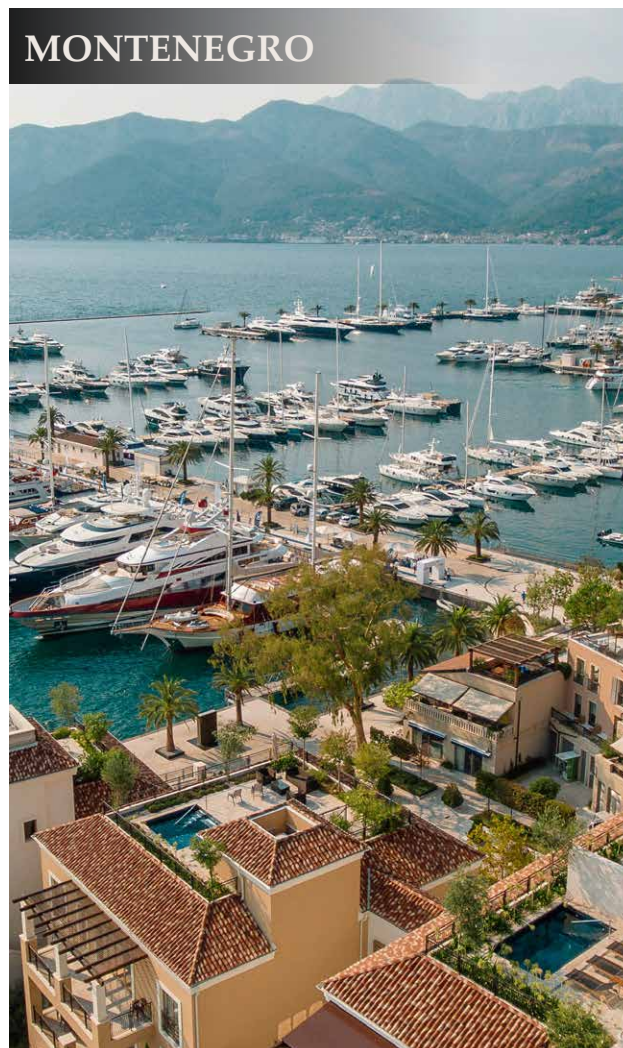
Project | Banyan Tree Hotel, 74 x branded residential villas, associated retail and F&B accommodation.

Role | Market Research, Development Consultancy, Sales & Marketing Strategy, and Development Management.

Brand | Banyan Tree

When | 2007 - 2015

Client | Metropol Development



MONTENEGRO

Porto Montenegro

Location | Tivat, Montenegro

Project | 34 x key Regent hotel, over 350 x apartments, 650 x berth mega yacht marina and associated retail and F&B accommodation.

Role | Market Research, Development Consultancy, Sales & Marketing Strategy and International Sales & Marketing.

Brand | Regent

When | 2007 - Ongoing

Client | Adriatic Marinas / Peter Munk



MONTENEGRO

Safiro

Location | Adriatic Coast, Montenegro

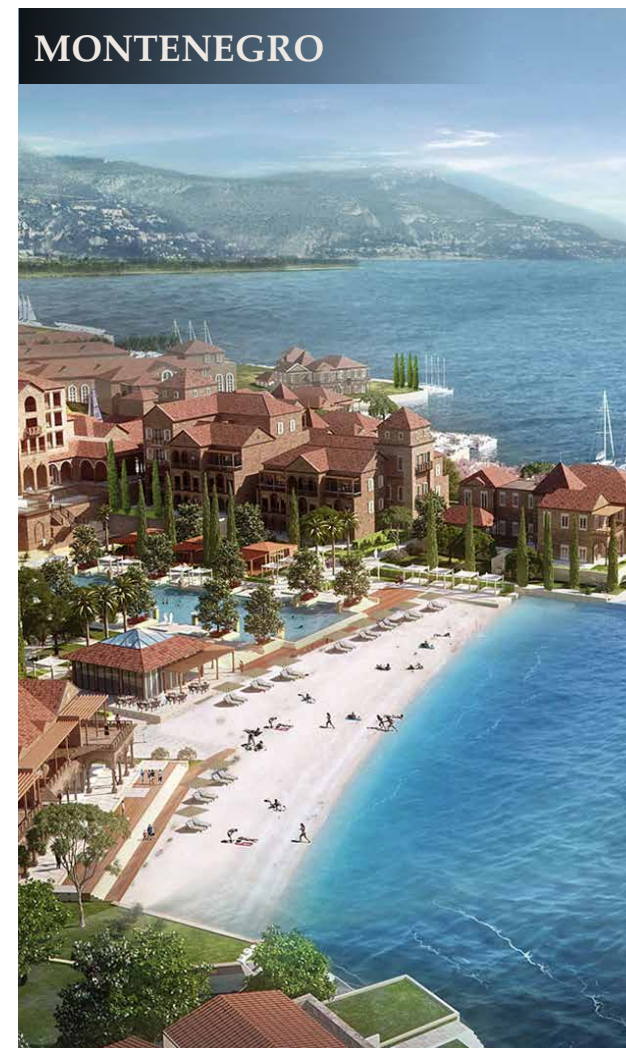
Project | 200 x key hotel, spa, and 180 x residential units.

Role | Market Research, Development Consultancy, Design Consultancy, Sales & Marketing Strategy, Valuation, and Financial Feasibility.

Brand | Swissotel

When | 2010 - 2013

Client | Future Capital Partners



MONTENEGRO

Portonovi

Location | Herceg Novi, Montenegro

Project | 26ha site, 238 x berth marina, 112 x key One&Only hotel, 278 x residential units, and sports & leisure facilities.

Role | Market Research, Design Consultancy and Development Consultancy.

Brand | One&Only

When | 2013

Client | Azmont / SOCAR



MONTENEGRO

Bigova Bay Resort

Location | Bigova, Montenegro

Project | Mixed-use resort including 200 x key hotel and 300 x residential units in addition to leisure and retail areas.

Role | Market Research, Masterplan Review, Development Consultancy and Project Viability Analysis.

Brand | Luxury Brand (Confidential)

When | 2008 - Ongoing

Client | Confidential



MONTENEGRO

Montrose

Location | Lustica, Montenegro

Project | A 53ha site located in a prime coastal position on the Lustica Peninsula, Montenegro overlooking the UNESCO protected Boka Bay. The development will offer over 525 units in total (both apartments and villas) of which a large proportion of these will be branded alongside a hotel, F&B outlets, yacht club, beach club and Marina Jetty.

Role | Market Research (Ongoing Market Updates), Development Consultancy, Masterplan Review and Design & Concept Validation.

Brand | The Ritz-Carlton

When | 2017 - 2020

Client | Northstar d.o.o.



MONTENEGRO

Lustica Bay

Location | Lustica, Montenegro

Project | Seafront site including 7 x hotels including 1,200 x keys, 1,000 x apartments, 500 x villas, 18-hole golf course, 170 x berth marina, beach club, and Chedi branded residences.

Role | Market Research, Development Consultancy, Design Consultancy, Financial Viability Assessment and International Sales & Marketing.

Brand | Chedi

When | 2010 - 2019

Client | Orascom



PORTUGAL

Entrecampos

Location | Lisbon, Portugal

Project | New business centre of Lisbon split across 3 x plots totalling 80,500 sq m to include housing, hospitality, services, leisure and office accommodation.

Role | Market Research, Non-branded & Branded Residential and Serviced Apartment Development Consultancy, Pricing Recommendations and Feasibility Study.

Brand | Upper-Upscale Brand (Unconfirmed)

When | 2020

Client | Fidelidade/Fosun



PORTUGAL

W Algarve

Location | Albufeira, Portugal

Project | Mixed-use W branded 124 x key hotel in addition to 83 x branded residences, spa, gym, leisure and F&B facilities set on the coast of the Algarve.

Role | Market Research, Development Consultancy, Design Consultancy, Sales & Marketing Strategy and International Sales & Marketing.

Brand | W

When | 2017 - Ongoing

Client | Confidential

PORTUGAL



Vale do Lobo

Location | Vale do Lobo, Portugal

Project | The resort has 450ha and approx. 1,500 villas and apartments built, with a further 458 unit planned as well as leisure, retail and commercial facilities.

Role | Market Research, Strategic Development Review, Design Consultancy, International Sales and Marketing Consultancy and Branded Residential Consultancy.

Brand | Luxury Brand (Confidential)

When | 2018 - Ongoing

Client | ECS

ROMANIA



Bucharest

Location | Bucharest, Romania

Project | First branded residential scheme in Bucharest including 35 x units.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | The Ritz-Carlton

When | 2020

Client | Confidential

RUSSIA



Morskoi Facad

Location | St. Petersburg, Russia

Project | 1.5m sq m of mixed-use development upon an 84ha site of reclaimed land attached to St. Petersburg.

Role | Market Research and Development Consultancy.

Brand | Luxury Brand (Confidential)

When | 2008 - 2009

Client | PIK Severo-Zapad

SAUDI ARABIA



Amaala

Location | Red Sea, Saudi Arabia

Project | 3 x master planned developments, 800+ residential units, multiple hotels, golf courses, marinas, and cultural and leisure districts.

Role | Global Market & Purchaser Profile Research, Development Consultancy, Pricing Recommendations and Branded Residential Consultancy.

Brand | 14 x Luxury, Upper-Upscale & Lifestyle brands

When | 2019 - Ongoing

Client | Public Investment Fund



SERBIA

Belgrade Waterfront

Location | Belgrade, Serbia

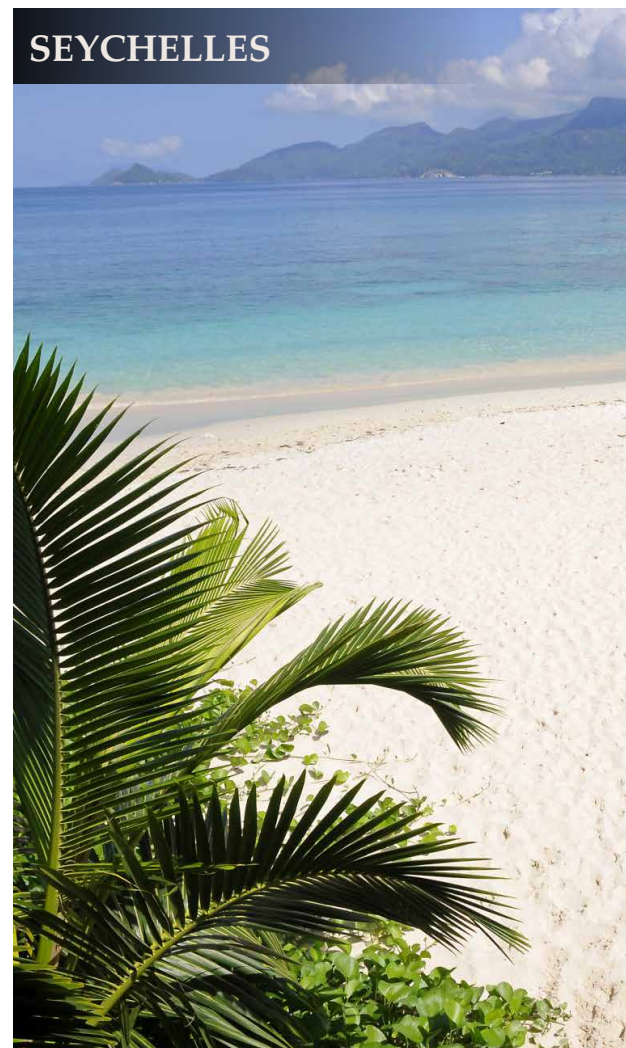
Project | Including over 1.8m sq m of buildable area and 6,000 residential units, the Belgrade Waterfront scheme also includes the St. Regis and W Residences.

Role | Market Research and Buyer's Guide.

Brand | St. Regis & W

When | 2019

Client | Eagle Hills



SEYCHELLES

Anse La Mouche

Location | Mahé, Seychelles

Project | Beachfront 84ha site on the island of Mahé including 5* hotel, 71 x branded residences, and 221 x further residential units in addition to associated retail, leisure, and F&B accommodation.

Role | Market Research, Development Consultancy, Pricing Recommendations, Branded Residential Consultancy, Financial Appraisal and Land Valuation.

Brand | Viceroy

When | 2019

Client | The Royal Group



SPAIN

Passeig de Gràcia 111

Location | Barcelona, Spain

Project | The world's first standalone Mandarin Oriental Residences. Former Deutsche Bank office tower converted into luxury branded residential apartments, leisure facilities, and ground floor retail.

Role | Market Research, Development Consultancy, Branded Residential Consultancy, Sales & Marketing Strategy and International Sales & Marketing.

Brand | Mandarin Oriental

When | 2015 - Ongoing

Client | KKH



SPAIN

Banyan Tree Residences

Location | Costa del Sol, Spain

Project | Hotel and branded residences project comprising of 127 x units and a 180 x key hotel with restaurants, spa and MICE facilities.

Role | Development Consultancy and Design Consultancy.

Brand | Banyan Tree

When | 2010 - 2014

Client | Bahia Fenicia Residencial SL

SPAIN



W Resort

Location | Marbella, Spain

Project | Mixed-use branded resort comprising hotel, residential units, beach club and other facilities.

Role | Market Research, Development Consultancy and Retained Consultancy Services.

Brand | W

When | 2017 - 2018

Client | Confidential

SPAIN



Marbella

Location | Marbella, Spain

Project | Mixed-use branded resort comprising hotel, residential units and auxiliary facilities.

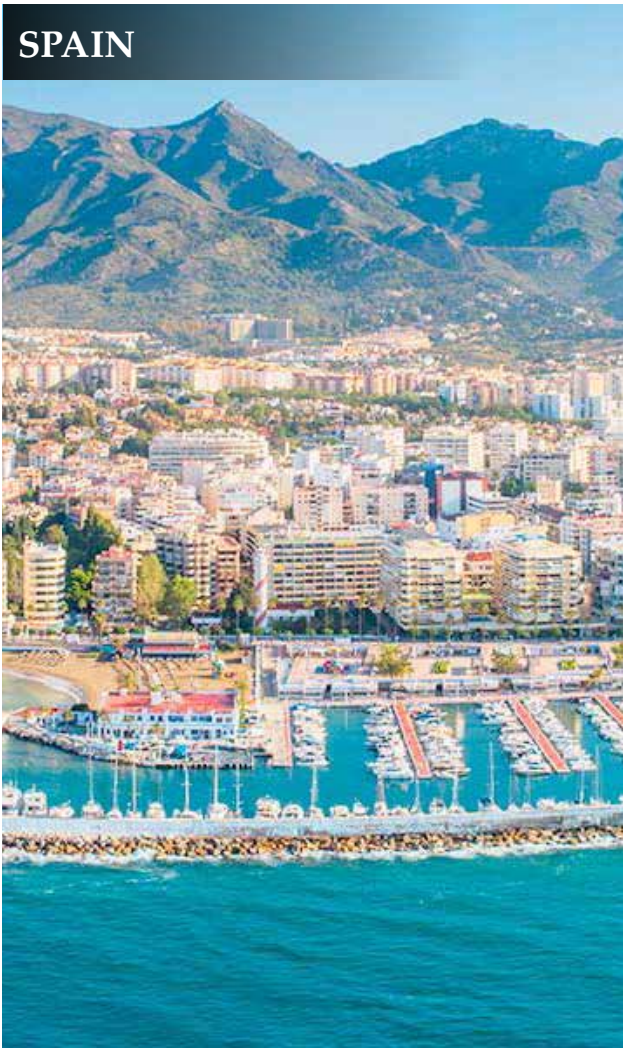
Role | Market Research and Development Consultancy.

Brand | Luxury Brand (Confidential)

When | 2016 - 2017

Client | Confidential

SPAIN



Mandarin Oriental

Location | Marbella, Spain

Project | A total of 20,000 sq m of buildable area to also include 60 x branded Mandarin Oriental villas and hotel.

Role | Market Research and Development Consultancy.

Brand | Mandarin Oriental

When | 2017

Client | Confidential

SPAIN



Santa Maria Polo Club

Location | Sotogrande, Spain

Project | Total of 19,200 sq m of buildable area to include a luxury branded hotel, 200 x villas and apartments set within the Santa Maria Polo Club.

Role | Market Research and Development Consultancy.

Brand | Luxury Brand (Confidential)

When | 2017 & 2019

Client | Cedar Capital & Round Hill Capital



EPIC Marbella

Location | Marbella, Spain

Project | EPIC Marbella is a unique development of 74 timeless residences in Marbella, located in the heart of the famed Golden Mile.

Role | Market Research and Development Consultancy.

Brand | Fendi

When | 2021

Client | Confidential



Lumine Golf & Beach Club

Location | Tarragona, Spain

Project | Golf resort with two 18-holes and one 9-hole courses and a number of ancillary hospitality venues.

Role | Market Research.

Brand | n/a

When | 2021

Client | Confidential



La Reserva de Alcuzcuz

Location | Costa del Sol, Spain

Project | Hotel and branded residences project comprising of 127 x units and a 180 x key hotel with restaurants, spa and MICE facilities.

Role | Development Consultancy and Design Consultancy.

Brand | Banyan Tree

When | 2010 - 2014

Client | Bahia Fenicia Residencial SL



Edificio Estel

Location | Barcelona, Spain

Project | Two former office towers within Central Barcelona, to be redeveloped into 253 x branded W residences in addition to luxury facilities and amenities including a public da-club and rooftop swimming pool, spa, gym, yoga garden and concert hall.

Role | Market Research, Development Consultancy and Pricing Recommendations.

Brand | W

When | 2019 - 2020

Client | Sunrich



Hard Rock Davos

Location | Davos, Switzerland

Project | 94 x Room 4* Hard Rock hotel with 28 x branded residential units. Located in the heart of Davos, within the Swiss Alps.

Role | Market Research, Development Consultancy, Pricing Recommendations and Branded Residential Consultancy.

Brand | Hard Rock

When | 2019

Client | VIY Management



Mandarin Oriental

Location | Bodrum, Turkey

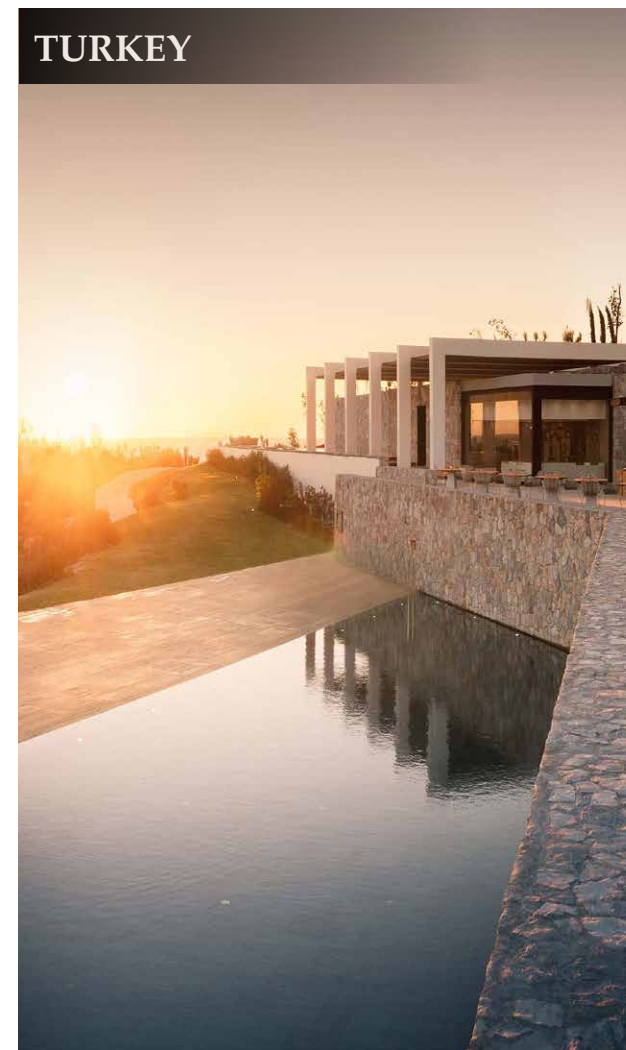
Project | Mandarin Oriental hotel and branded residences project comprising of 98 x villas and 116 x apartments alongside the hotel and spa.

Role | Sales & Marketing Strategy and International Sales & Marketing.

Brand | Mandarin Oriental

When | 2013 - 2014

Client | Astas



Six Senses Kaplankaya

Location | Bodrum, Turkey

Project | Six Senses Branded Residential units and associated retail accommodation within a prime 119ha beachfront site on the Bodrum coastline.

Role | Market Research, Masterplan Review, Development Consultancy, Pricing Recommendations and International Sales & Marketing.

Brand | Six Senses

When | 2018 - Ongoing

Client | Confidential



Six Senses Whiteleys

Location | London, United Kingdom

Project | 110-key hotel with c.100 branded residential units, restaurants, spa, Equinox fitness club and more facilities.

Role | Residential Contract Advisory.

Brand | Six Senses

When | 2021

Client | Finchatton



The Corinthia London

Location | London, United Kingdom

Project | Six Senses Branded Residential units and associated retail accommodation within a prime 119ha beachfront site on the Bodrum coastline.

Role | International Sales & Marketing

Brand | Corinthia

When | 2015

Client | Confidential



The Ritz-Carlton

Location | Global

Project | The Ritz-Carlton Yacht Collection branded residences, offering 120 x residences in addition to a range of luxury facilities, F&B offerings and services.

Role | International Residential Market Study and Study of Residential Vessel Market.

Brand | The Ritz-Carlton

When | 2019

Client | The Ritz-Carlton Yacht Collections

THE TEAM

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Associate Director



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Associate



Grace Charrington MRICS
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Saphy Bond MRICS
Chartered Surveyor



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Anna Le
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Niki Riley
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Ava Fersi
Applicant Manager



Ilze Barns
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