

- GLOBAL RESIDENTIAL DEVELOPMENT -
BRANDED RESIDENTIAL
TRACK RECORD



savills

£26.3 bn

GROSS DEVELOPMENT VALUE

38

COUNTRIES



131

BRANDED DEVELOPMENTS

Savills Global Residential Development
Unparalleled Expertise.

Cover Image: Neom Trojena, KSA
Image: SLS Madrid Infantas Residences



FOREWORD

The Savills Global Residential Development (GRD) team is made up of two core divisions, *Consultancy* and *Sales & Marketing*. These two teams working alongside one another to ensure a seamless, end-to-end client service from project conception to successful commercialisation. The Savills Global Residential Development Consultancy (GRDC) division operates over five key service lines; market research and thought leadership, market feasibility, brand engagements, operational advisory, and capital market transactions. Savills Global Residential Development Sales (GRDS) then assists in the marketing and sales of these projects as the projects in the later phases of construction.

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 the Savills international network of offices and sales teams, we provide our clients with advisory services through a thorough understanding of global property demand dynamics.

Savills GRD is the market-leading advisor for branded residences globally and is uniquely positioned to be at the forefront of the sector's expansion with an extensive market database which continues to grow both in size and quality. With an established track record, Savills GRD has advised on over 131 branded projects across 38 different countries worldwide since its inception in 2009.

Branded residences have demonstrated their incredible resilience in the face of global uncertainty and change. Over the past decade, the sector has not only survived disturbances but has thrived, experiencing remarkable growth of more than 160%. Looking ahead, the pipeline of branded residences exhibits continued growth, with upcoming projects set to double the existing network by the end of the forecast period.

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 the branded residential projects we have been involved with over recent years, which is not only testament to the range of schemes we have worked on, but also to the diversity of services we offer and the breadth of our geographical coverage.

Whether you are actively conceptualising a development, capitalising on a strategic opportunity, or embarking on a new venture, our expertise is primed to drive your success.

Image: One&Only, One Za'abeel

GLOBAL COVERAGE

Interacting with ultra / high net worth individual (U/HNWI) purchasers of luxury and ultra-luxury residential around the globe on a daily basis.

Savills – The Residential Experts

Savills has been involved in residential property for more than 170 years and has built lasting, trusted relationships during that period. Over this time, Savills has established a network of over 700 offices around the world. Savills GRD works collaboratively with these individuals to ensure that we provide you with the most up-to-date and relevant information, trends and insights.

The Savills vision and drive to provide a more global and holistic approach to residential real estate over recent years has resulted in the establishment of our vast network of dedicated, international residential sales hubs. These hubs interact with U/HNWI purchasers of luxury and ultra-luxury homes around the globe on a daily basis, allowing us to leverage this data to ensure that you can fully optimize the residential components of your development.

Savills is able to act as a trusted advisor from inception to completion of development schemes across the full spectrum of service lines from market research, operational and financial viability to sales and marketing, management, and capital markets to optimize projects around the world.

132

UK, IRELAND & CHANNEL ISLANDS OFFICES

126

EUROPE OFFICES

265

MIDDLE EAST & AFRICA OFFICES

67

AMERICA & CARRIBEAN OFFICES

66

ASIA PACIFIC OFFICES

Image: The OWO Residences by Raffles

BRANDED RESIDENCES OVERVIEW

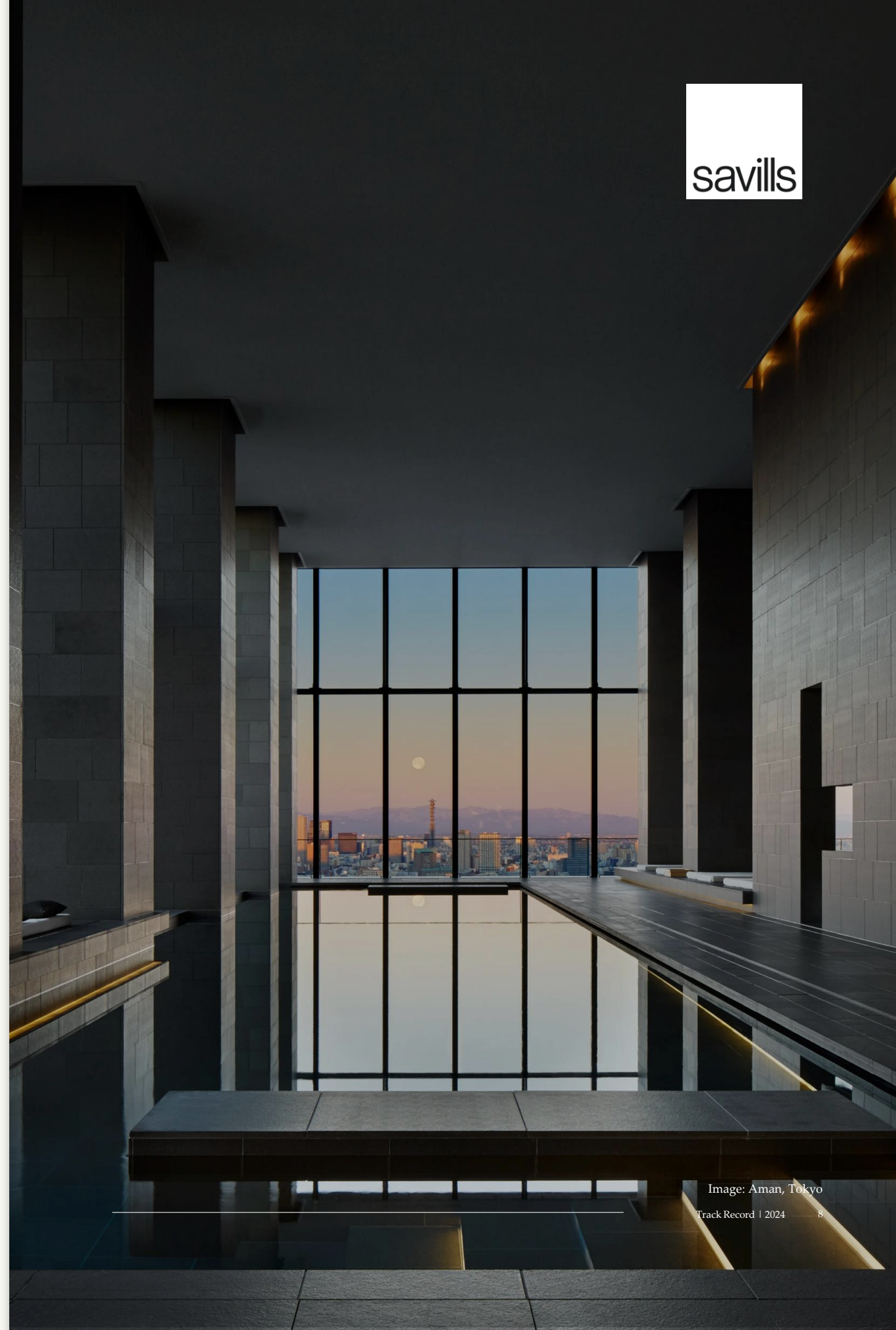
The global distribution of branded residences continues to expand as brands seek new locations to develop their portfolios. Emerging markets such as those in Asia, South America, and the Middle East, stand to benefit significantly from this expansion, with brands seeking to establish a presence in regions experiencing high levels of economic growth and wealth generation. These markets offer much opportunity for branded residences, as new high-net-worth buyers seek primary residences and second homes within branded developments. Furthermore, non-hotel brands are entering the market, leading to diversification and catering to the evolving needs of younger buyers, who are driving changes in amenity and service offerings globally.

Post-pandemic, there has been increased interest and emphasis on certain aspects of branded residences. Features like home-office space, a focus on wellness amenities, accessible locations, and larger living spaces have become more sought after as buyers spend extended periods in their residences. Developers and brands are collaborating closely to deliver branded residences across diverse geographies, from global cities to emerging markets and resort locations. These developments are built to high specifications and promote brand-specific lifestyles, emphasizing sustainability to address buyers' growing environmental and wellness concerns.

As a rapidly growing global sector, competition for developments and buyers is significant. Understanding disparate local markets, buyer preferences, and effectively unifying brand identity with the essence of a place will continue to drive the success of branded residence projects. The sector is no longer dominated by luxury hotel brands, as other chain scales are growing, enabling the industry to cater to different buyer needs across different geographies. Younger buyers, in particular, are becoming a significant customer base, shaping the sector's evolution and driving changes in the provision of amenities and services worldwide.

Premiums for branded residences remain a notable aspect of the sector. Brand recognition, coupled with the trust & confidence associated with quality in design and service, incentivizes buyers to pay a premium for these properties. Globally, branded residences command an average premium of 30% compared to non-branded products. Notwithstanding this, premiums vary significantly by location, brand, programming, and developer profile. In emerging markets, where luxury brands appeal to the growing number of high-net-worth individuals, branded projects can achieve average price premiums in excess of 50% compared to non-branded properties.

The sector's growth is evident across the globe, with the Middle East leading the charge in pipeline growth. While locations like Dubai, South Florida, and New York are the top destinations for branded residences, emerging cities and resort locations are also climbing the ranks as they cater to diverse buyer preferences. Additionally, the branded residential space has evolved from predominantly hotel brands to include non-hotel brands, with parent companies competing for market share and recognition. Differentiation is crucial for brands and their parent companies to attract buyers, and collaboration with developers will remain vital for the continued success of branded residences in this competitive sector.





OUR SERVICES

Our goal is to provide an end-to-end service to our clients, whether we are guiding developers throughout the development lifecycle, working with brands to identify the most suitable markets to enter, advising on the operations of a project, or assisting in the disposal or acquisition of a development site.

As specialists in branded residences, we are well positioned to advise both new and experienced players in 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 enhanced by the solid network we have established with brands, developers and investors that are active or exploring the sector. As a central point of contact for these parties, we are ideally positioned to procure and negotiate commercial proposals and definitive agreements, and to connect investors to opportunities where interests align.

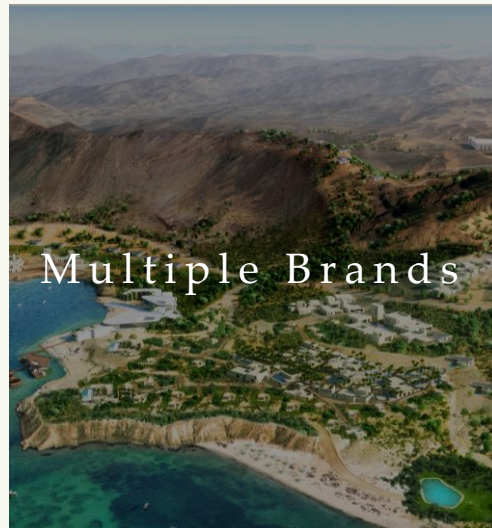
Clients can engage us on any or all our service lines and we are always prepared to discuss the bespoke needs of our clients and their projects.

We are proud to present our range of services on the pages overleaf.

Image: Carlton Cannes, France

MARKET FEASIBILITY STUDIES

On behalf of investors, developers and brands, Savills GRD produces bespoke market feasibility studies to mitigate risk and add value to mixed-use and standalone residential projects around the world. At the core of these studies lies our understanding of the global residential sector, detailed local market research and data-driven development recommendations. The exact scope of our feasibility studies can be tailored to our client needs but are always built on 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 extensive global experience, Savills GRD can provide development recommendations, producing a full architectural brief, including recommended unit mix, size, pricing, phasing and absorption forecasts.



Amaala, Kingdom of 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



Six Senses Les Bordes, France

Location | Les Bordes, France

Project | Luxury mixed-use hotel, residential and branded residential resort of 560ha with a 46-hole golf course, Six Senses hotel and other amenities managed by Six Senses.

Role | Development Consultancy, Financial Feasibility, Sales & Marketing Advisory

Brand | Six Senses

When | 2019, 2021-2023

Client | RoundShield Capital

BRAND PREMIUM STUDIES

The value that a brand can deliver to a residential development is a fundamental component of the 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 contributes to a scheme. Savills GRD undertakes annual brand premium studies on behalf of three of the sectors market-leading hospitality brands including Marriott International, Accor, and Hyatt on projects across Europe, the Americas, the Middle East, and Asia.



Marriott International

Location | Portugal, Serbia, Greece, Israel, Turkey

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

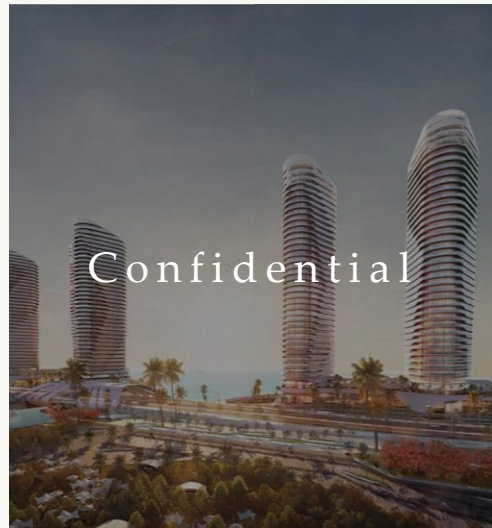
Brand | Mandarin Oriental

When | 2020

Client | Mandarin Oriental

BRAND SELECTION & CONTRACT NEGOTIATION

Engaging a brand to license a residential development is critical to its success. We work closely with our clients to identify the best-aligned brands for their project(s), whether hotel or non-hotel brands, or a combination of both. We subsequently lead the selection process and the commercial negotiations for the license, management, technical, and ancillary agreements, as such agreements are applicable. This meticulous approach to brand engagements ensures our clients secure the most competitive commercial terms and protects the interests of all stakeholders in a branded residential development.



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

OPERATIONAL ADVISORY

Structuring branded residences whether standalone or integrated developments requires thoughtful consideration to ensure seamless operations and maximum synergistic impact. Savills GRD Consultancy offers clients guidance on designing rental programs and optimizing homeowner associations integration within mixed-use developments. From structuring residential agreements to preparing budgets and offering best practices, our operational advisory service line endeavours to protect the various stakeholders and deliver successful projects.



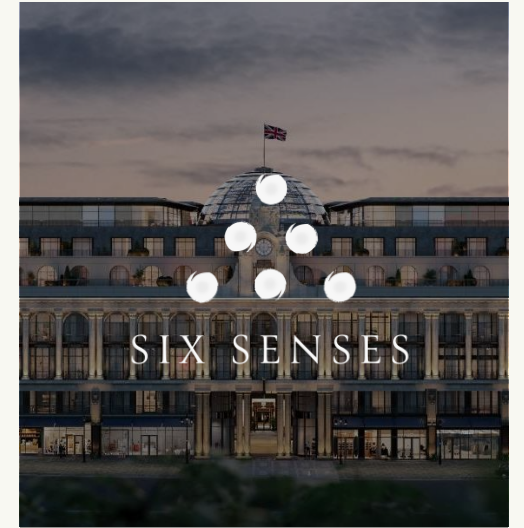
Katara Hospitality

Location | Cannes, France

Instruction | Operational advisory support with structuring and budgeting of HOA budget incl. hotel integration, and budgeting of rental program including distribution index and yield estimation.

When | 2022

Client | Katara Hospitality



Six Senses The Whiteley

Location | London, UK

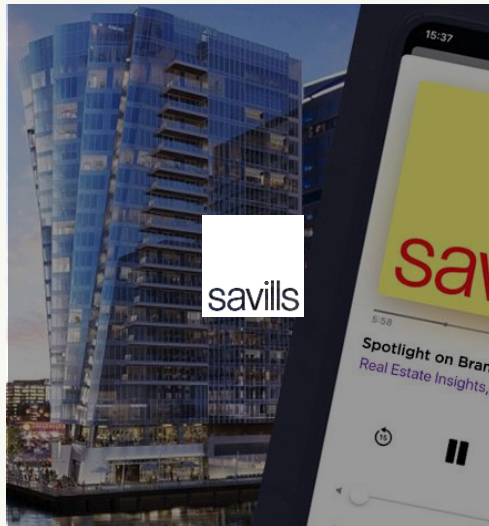
Instruction | Operational advisory with branded residential best practices, rental agreement review and recommendations, and guidance on structuring HOA and rental programs.

When | 2022

Client | Finchatton

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.



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



Four Seasons Market Intelligence

Location | Rome, Milan

Instruction | A market intelligence report analysing market trends in Rome and Milan for a potential Four Seasons development. The key legal and planning constraints were considered, plus HNW neighbourhoods, pricing, transactional volumes and buyer profiles.

When | 2022

Client | Four Seasons

OPPORTUNITIES SOURCING, SALES & CAPITAL MARKETS

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



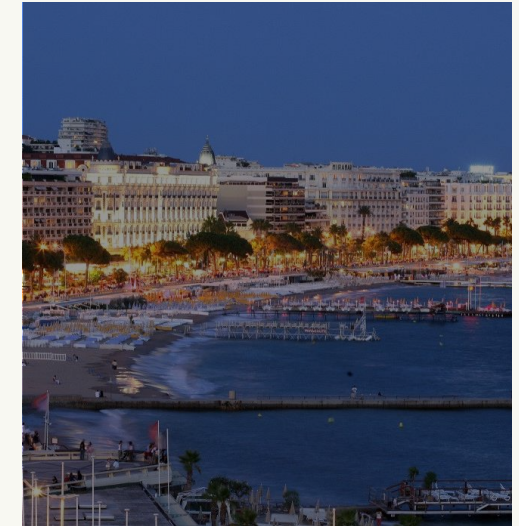
Oceanico Portfolio

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, our GRDS 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 to media buying to take advantage of Savills global buying power.



Fairmont LA

Location | Los Angeles, USA

Instruction | Exclusive international sales and marketing mandate for two 44-storey towers of non-branded residences and 63 Fairmont branded residences that form the residential component of this mixed-use scheme in Beverley Hills. Savills GRDS is responsible for the creation and implementation of a paid international marketing, PR and sales strategy as well as the promotion of the project throughout the global network

When | 2023 - Ongoing

Client | Reuben Brothers and Michael Rosenfeld



Confidential, Madrid

Location | Madrid, Spain

Instruction | Joint master agency mandate with a local agency for the marketing and sales of a standalone branded residential scheme in central Madrid. Savills GRDS are working with the brand, design team and marketing agency on the route-to-launch strategy and, post-launch, will focus on the international sales strategy for this project.

When | 2023 - Ongoing

Client | Persepolis

MASTER AGENCY

Combining unrivalled market knowledge with an extensive network of over 700 offices and associates worldwide, we will act as the single point of contact for clients throughout the entire lifetime of the development. Our team of experts will deliver a full suite of project sales and marketing services in a seamless and professional manner. Our services include buyer behaviour analysis, global sales office coordination, international campaign management, event planning and management, PR and deploying and organizing an on-site team. All of our services seek to build an effective sales experience for our clients.



W Residences Algarve

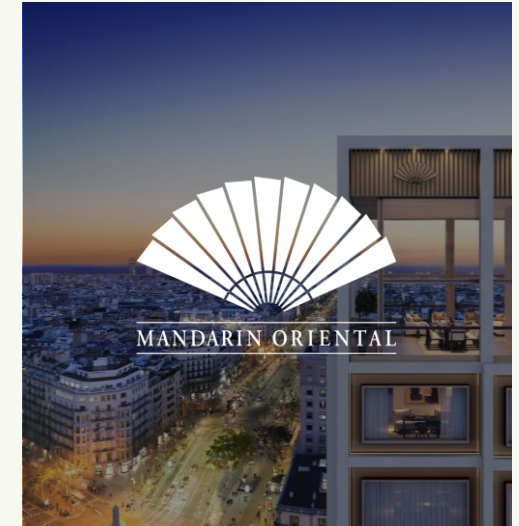
Location | Albufeira, Portugal

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 | 2017 - 2022

Client | Nozul Algarve S.A

Result | The fastest selling branded residential development in Europe.



Mandarin Oriental Residences, Barcelona

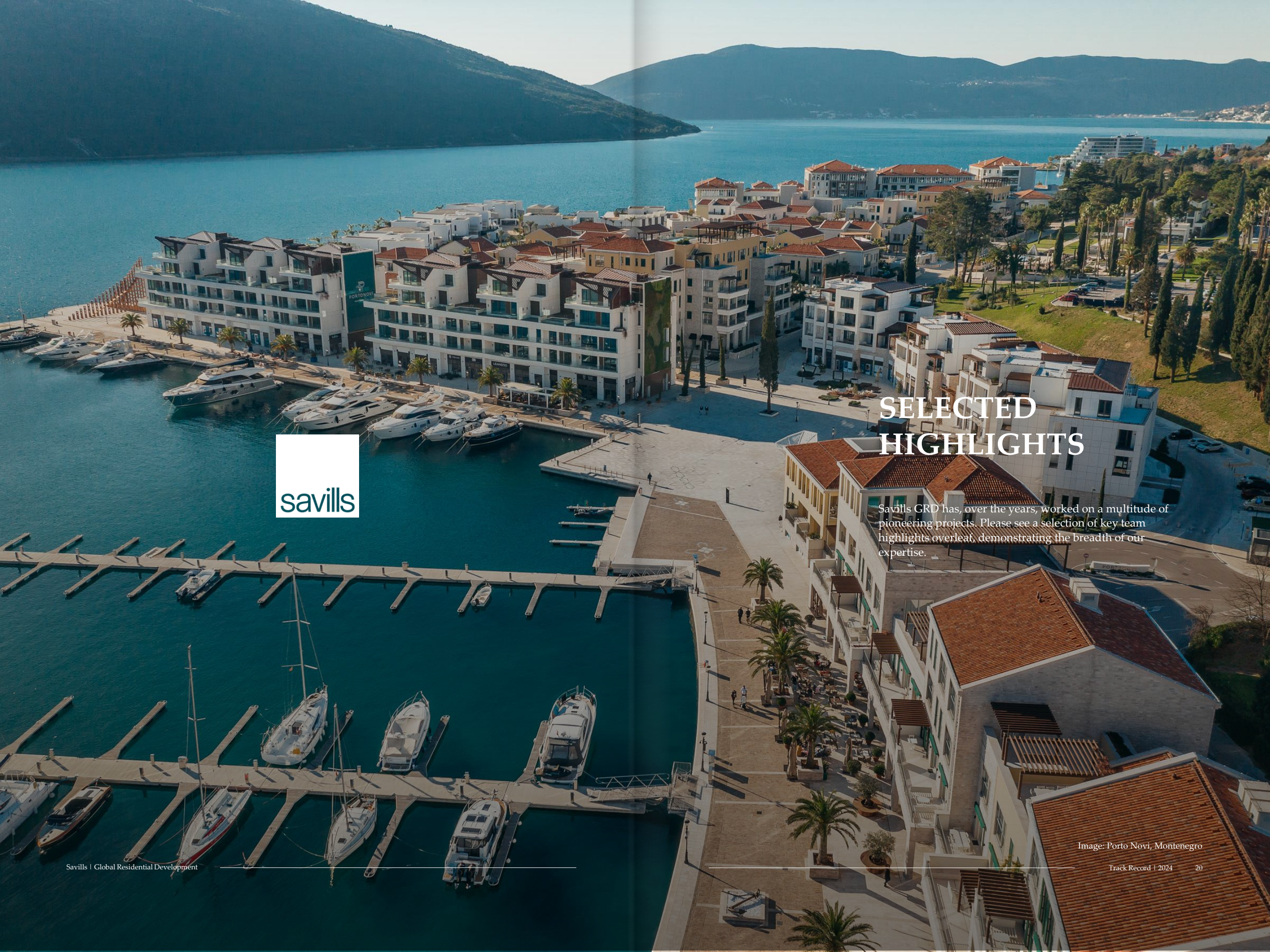
Location | Barcelona, Spain

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 | 2015 - 2023

Client | KKH Property Investors

Result | Achieved new prime price levels in Barcelona.



SELECTED HIGHLIGHTS

Savills GRD has, over the years, worked on a multitude of pioneering projects. Please see a selection of key team highlights overleaf, demonstrating the breadth of our expertise.

AMAALA

Client | Amaala

Location | Red Sea Coastline, Kingdom of Saudi Arabia

Instruction date | Q3 2019

Services provided | Market Research & Development Advisory Services

Divisions involved | Savills Dubai Research, Savills Dubai Strategic Consultancy, Savills Kingdom of Saudi Arabia, Savills GRD Consultancy, Savills Global Prime Residential Network

Challenge

Amaala is an under-construction luxury resort and second home destination located along the Red Sea Coastline of Saudi Arabia.

The project consists of three distinct masterplans with circa 22 individual residential communities, each with their own thematic experience and product offering.

Savills were instructed to provide market research and development consultancy advisory works on the residential element of the Amaala project.

Savills primary aim was to examine the residential inventory, identify the potential target audience, conduct a comprehensive pricing benchmarking analysis, estimate the financial performances of the assets and provide development recommendations to help optimise the portfolio.

Solution

Throughout the instruction, Savills utilised their Middle East and international presence as best in class residential advisors to understand the demand drivers for luxury residential products, establish the investor / buyer profiles and recommend the pricing range for the various asset types. The range of services provided include:

- Comprehensive engagement survey with target audience (domestic, regional and global) to understand demand preferences, desires and motivations
- Regional and global benchmarking analysis for luxury residential developments, resorts and branded residences
- Resident housing and staff accommodation review including unit sizing, specification and global best practices
- Regulatory review and recommendations including legal ownership structures, financing requirements, probate legislation and SEZ inclusions



- Residential offering review including optimum BUA, plot sizes, and amenities / facilities
- Recommendations on the quantum of branded vs non-branded residential units and the desired rental program structures
- Recommendations on the inventory sales pricing, absorption rates and growth rates
- Strategic phasing and sales strategy (including off-plan, completed stock etc)
- Residential market segmentation and positioning recommendations
- Financial analysis including projected revenues and project absorption period
- Sales and marketing strategy

W RESIDENCES ALGARVE

Client | Nozul Algarve

Location | Algarve, Portugal

Instruction date | 2017-2021

Services provided | Local, Regional and International Residential, Market Research, Benchmarking Studies, Buyer Demographic, Branded Development Consultancy, Sales & Marketing Strategy, Master Agency

Divisions involved | Savills GRD, Savills Portugal, Quinta Properties

Challenge

W Residences Algarve is a luxury residential project located in the Algarve region of Portugal. The site extends to 2.5ha and occupies a seafront position that benefits from excellent sunset views. The scheme initially proposed a 124 key hotel and 92 residential units with a number of amenities included within the site. The W Residences Algarve are designed to offer luxury living with a range of upscale features and facilities, likely including high-quality finishes, modern architecture, and private pools.

The units fell under touristic zoning meaning owners could not occupy the units year-round. Therefore, pricing had to be cross checked using a yield analysis to assess the attractiveness of the scheme to investors. The development was set to be a flagship construction in the Algarve and therefore, it was integral to understand the market demands in the area in order to ensure fast sales absorption whilst also aiming to achieve new pricing levels in the local market.

Solution

Development recommendations were derived from detailed analysis of supply and demand. It was most important to establish if there would likely be demand for touristic units in the area and for which units this would be the greatest. One- to four-bedroom units were included in the proposed unit mix as a result of an analysis of the local market. Combining our research on the supply and demand of branded schemes across Europe, we were able to produce reasoned and reliable advice, including unit mix, size, pricing, amenities yield analysis and absorption rates.

Following on from Savills GRD Consultancy's initial involvement in the scheme in 2017, Savills GRD Sales were instructed to assist with the sales of the individual units alongside Quinta Properties, a Savills associate office. The scheme was the fastest selling branded residential project in Europe. This was made possible as a result of it extreme fine tuning to align itself with the local and international market demands.



HELLENIKON

Client | Lamda S.A.

Location | Athens, Greece

Instruction date | 2016 – Ongoing

Services provided | Market Research, Development Consultancy, Financial Feasibility, Red Book Valuation, Capital Markets Agency, Sales and Marketing Advisory

Divisions involved | Savills Global Residential Development, Savills Greece, Savills Mixed-use Development, Savills Cross Border Investment, Savills Hotels, Savills Corporate Finance, Savills Leisure & Trading

Challenge

The Hellenikon Project is the largest urban regeneration project in Europe with approximately 3 million sq m of Gross Buildable Area (GBA) and a Gross Development Value (GDV) of over \$9.6 billion.

Savills GRD, alongside Savills Strategic Development Advisory and Savills Greece were instructed to provide strategic real estate consultancy advice, comprising a wide range of services including market research, masterplan and development consultancy, financial appraisal, valuations and capital markets agency.

Savills were tasked with completing a financial appraisal of the entire development, comprising over 10,000 residential units (including 2 luxury branded residential schemes), 3,000 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, 2 million sq m metropolitan park, marina and casino.

Solution

Throughout the instruction, Savills utilised their extensive service lines and international presence as best in class residential advisor to understand the demand drivers for mainstream and luxury residential products, establish the investor / buyer profiles and recommend the pricing range for the various asset types. The range of services provided include:

- Local, regional, and international benchmarking analysis of all asset classes including residential, commercial, hotels, marinas, retail etc. including purchaser profiles, absorption rates, pricing and identification of strengths and weaknesses of identified comparable projects and developments



- Regulatory review and recommendations including legal ownership structures, financing requirements, probate legislation and SEZ inclusions
- Residential offering review including optimum BUA, plot sizes, and amenities / facilities
- Recommendations on the quantum of branded vs non-branded residential units and the desired rental program structures
- Recommendations on the inventory sales pricing, absorption rates and growth rates
- Strategic phasing and sales strategy (including off-plan, completed stock etc)
- Residential market segmentation and positioning recommendations
- Financial analysis including projected revenues and project absorption period
- Sales and marketing strategy (Ongoing)

ELOUNDA HILLS

Client | Mirum

Location | Crete, Greece

Instruction date | 2021-Ongoing

Services provided | Local, Regional and International Residential Market Research, Benchmarking Studies, Residential Development Consultancy, Retail Consultancy, Financial Appraisal, Masterplan Review, Equity Raise, Business Plan Validation

Divisions involved | Savills Global Residential Development, Savills Greece

Challenge

Elounda Hills is a luxury real estate development located in the town of Elounda, which is situated on the north-eastern coast of the Greek island of Crete. Elounda is a popular tourist destination known for its stunning coastline, crystal-clear waters, and picturesque landscapes. Elounda Hills is a high-end residential project that offers luxury villas and properties, often with panoramic views of the Aegean Sea and the surrounding natural beauty of Crete. The development aims to provide a premium living experience with modern amenities, upscale design, and exclusive services.

The subject site comprises over 55ha and given the scale of the resort, an in depth understanding of all elements was required. The masterplan had been established, however, was to be reviewed and there were a number of other challenges to be considered. For example, the scheme was the first branded project for 1 Hotels in Europe as well as the question of how to successfully stage a challenging topography and how to integrate the branded and non-branded components. Elounda was already a hotspot for HNW tourists and therefore, a luxury branded residential development would aim to capitalize on the available purchaser market. Furthermore, the Greek Government has introduced tax benefits to encourage domiciliation.

Solution

Across the duration of the development timeline Savills GRDC were engaged in 4 capacities:

Residential Development Consultancy, Hotel Development Consultancy, Retail Development Consultancy & Equity Raise



Savills GRD mobilised our international network of local and Associate offices in order to research and present various case studies of coastal and in-land resort developments.

Savills provided insight into local market supply and demand as well as consumer trends. The development consultancy was conducted in two stages; a red flag review of current development plans followed by in-depth analysis and recommendations. This two stage approach was crucial in critically evaluating the plans for the site thus far and best advising on how to elevate the scheme. A key strategic decision was taken regarding the split between the quantum of branded and non-branded product, as well as the pricing and level of servicing and amenity provision between these two different products.

Our report also included advise on how to split income within a rental pool and the general P&L assumptions that should be considered. Savills GRD were able to utilise the global network and work efficiently in conjunction with Savills Greece to produce a holistic report considering all aspects of the subject scheme. We were later reengaged to undertake retail consultancy and then in an equity raise capacity thus, adding to the overall service offered and comprehensive understanding of the scheme.

OUR TRACK RECORD & AWARDS

Savills GRD have worked on a variety of projects ranging in geographic location, scale and style. Our work has spanned from the Caribbean to Japan, from boutique luxury resort schemes to large urban regeneration projects, working with both branded and non-branded products. All of the branded projects that the team have been involved in are presented over the following pages. For ease, these have been organised alphabetically by country.

The number and variety of projects listed here is testament to the team's global reach, experience and expertise. Above all, this is made possible by Savills global network of offices and the wealth of data which has been collected and assimilated over time giving extreme depth to knowledge and trends across the world.

In 2022, Savills GRD was awarded 'Best Property Agency / Consultancy 2021-2022' for London (5-star winner), the UK (5-star winner) and Europe. This followed on from 'Best Property Agency / Consultancy 2020-2021' awarded in 2021 for London (5-Star winner), the UK, and Global. It is a true privilege to win these awards and is testament to our commitment to the industry. We continue to strive for excellence in everything we do as a team, honing our award-winning service to meet the varied needs of our clients.



Image: The Alila Uluwatu

ANTIGUA & BARBUDA



Branded

JOLLY HARBOUR

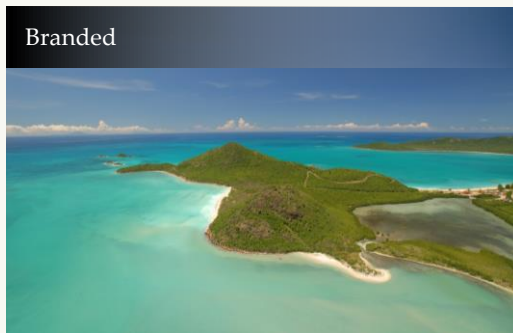
Location | Jolly Harbour, Antigua & Barbuda

Description | Both greenfield and re-developments projects, largely located within the Jolly Harbour area, comprising residential uses, a medical-wellness resort, beach club/ resort, marina, and golf course, plus other leisure uses (casino, retail, catering etc.).

Services | Market Research / Market Intelligence

When | 2021

Client | Mt. Burgos Holdings Ltd



Branded

PEARNS POINT

Location | Jennings, Antigua & Barbuda

Description | A project comprising a 55ha site which consists of a 140-key hotel and 67 branded residences.

Services | Development Consultancy, Sales & Marketing Advisory

When | 2015 - 2018

Client | Orange Ltd.



Branded

AZURE BAY

Location | Azure Bay, Antigua & Barbuda

Description | A 220ha plot comprising a 5* hotel, branded residences, residential plots, retail accommodation, casino, spa, and a deep-water marina.

Services | Development Consultancy, Brand Introduction / Contract Negotiation

When | 2016

Client | Millennia-Montaigne Developments

AUSTRIA



Branded

PROJECT VIENNA RING I (CHRISTINENHOF PALAIS)

Location | Vienna, Austria

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

Services | Development Consultancy

When | 2020

Client | Confidential

AZERBAIJAN



The Ritz-Carlton

YELKEN TOWER

Location | Baku, Azerbaijan

Description | The project is a landmark 33-storey tower development within Azerbaijan's capital city. The tower comprises 190-key Ritz-Carlton hotel and 74 branded residential units, in addition to supporting restaurants, spa, and further leisure amenities.

Services | Development Consultancy

When | 2019 - 2020

Client | Absheron Hotel Group

BRAZIL



Rosewood

ROSEWOOD SAO PAULO, BRAND PREMIUM STUDY

Location | São Paulo, Brazil

Description | A development comprising 124-unit branded residences in the centre of São Paulo, co-located with a hotel.

Services | Brand Premium Studies

When | 2022

Client | Rosewood Hotels and Resorts Netherlands B.V.

CHINA



Marriott International

MARKET INTELLIGENCE REPORT

Location | Shanghai, China

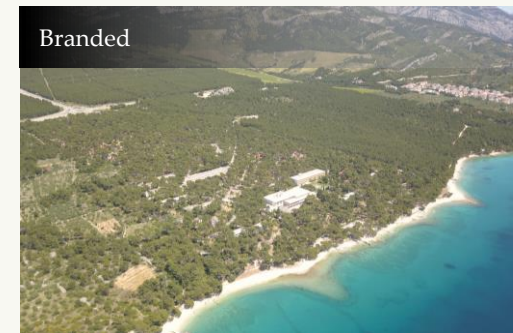
Description | A market intelligence report analysing the branded residential market in Shanghai. Research and analysis of branded residential case studies to identify trends and expectations within the market, including operational and legal structures.

Services | Market Research / Market Intelligence

When | 2023

Client | Marriott International

CROATIA



Branded

BASKO POLJE RESORT

Location | Makarska, Croatia

Description | A 30ha beach fronting site with permission to develop residential apartments and villas, in addition to an upper-upscale hotel.

Services | Development Consultancy

When | 2023

Client | Adria Basko Polje



Four Seasons

KUPARI LUXURY HOTELS

Location | Dubrovnik, Croatia

Description | A coastal site spanning 17ha with a total GFA of c.50,000 sq m, of which a third is for residential uses.

Services | Development Consultancy, Market Research / Market Intelligence

When | 2022

Client | Kupari Luxury Hotels d.o.o.



Branded

BRAC ISLAND PROJECT

Location | Brac, Croatia

Description | A 33ha construction area, developed to a mixed-use resort which comprises residential, hotel, leisure and agricultural real estate.

Services | Development Consultancy, Market Research / Market Intelligence

When | 2022

Client | ASW Hospitality AG



Branded

NIKOLA SIBENIK

Location | Sibenik, Croatia

Description | A masterplan with residential, hospitality, retail, and marina elements in Sibenik on the Dalmatian Coast, with some 1,400 branded and non-branded residential units, three hotels, and over 5km of water frontage.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy

When | 2018 - 2021

Client | Confidential



Branded

CLEAR POINT RESORT

Location | Cavtat, Croatia

Description | A resort comprising an 89-key hotel, spa, retail facilities, marina, and branded residential apartments and villas.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2017

Client | Clearpoint Resort Doo



Radisson

RADISSON SPLIT

Location | Split, Croatia

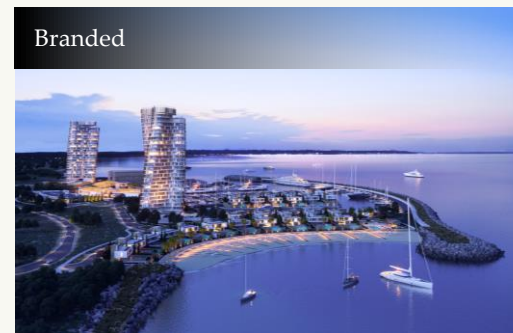
Description | A development comprising a Radisson hotel and 102 branded residences, with a total saleable area of c.12,400 sq m.

Services | Development Consultancy, Sales & Marketing Advisory

When | 2009

Client | Hotel Split d.d.

CYPRUS



Branded

AYIA NAPA MARINA

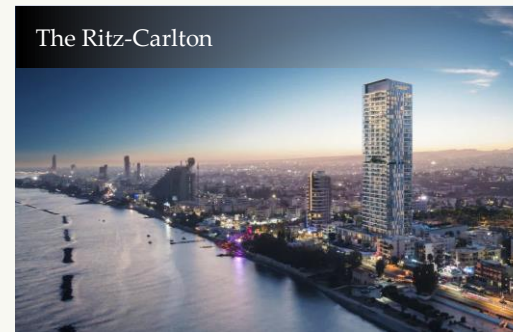
Location | Ayia Napa, Cyprus

Description | A luxury mixed-use resort comprising hotel, branded and non-branded residential units, marina and other associated facilities. Sales & marketing advisory support provided to 90 non-branded units in 2018.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Sales & Marketing Advisory

When | 2017 - 2020

Client | Confidential



The Ritz-Carlton

OLYMPIC RESORT

Location | Limassol, Cyprus

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

Services | Development Consultancy

When | 2020

Client | Marfields Enterprises



Branded

CAPE GRECO

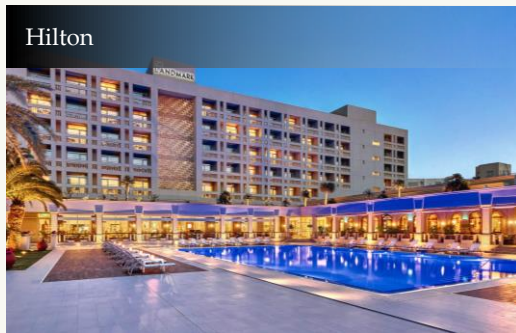
Location | Ayia Napa, Cyprus

Description | A 4.3ha seafront site consisting of 45 branded residential apartments, a hotel, and supporting leisure facilities; to be operated by an international hotel operator

Services | Development Consultancy

When | 2019

Client | Confidential



Hilton

THE LANDMARK

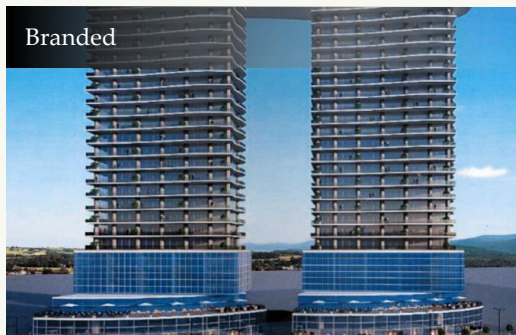
Location | Nicosia, Cyprus

Description | A city centre redevelopment of the Hilton hotel site, spanning over 2.9ha and comprising 130 branded residential units, a 5* hotel with 200+ keys, with supporting amenities and F&B.

Services | Development Consultancy

When | 2019

Client | Cypriot Developer



Branded

LARNACA TOWERS

Location | Larnaca, Cyprus

Description | A proposed high-rise luxury mixed-use resort comprising hotel, branded and non-branded residential units.

Services | Development Consultancy

When | 2017

Client | Confidential



Branded

OXLEY PLANETVISION

Location | Limassol, Cyprus

Description | A mixed-use development consisting of a 250-key hotel, 107 residential units across two towers, a beach club and F&B facilities.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2017

Client | JV Local & Asian Developer



W

W LIMASSOL

Location | Limassol, Cyprus

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

Services | Development Consultancy

When | 2017

Client | Confidential

CZECH REPUBLIC



Branded

OAKS PRAGUE

Location | Prague, Czech Republic

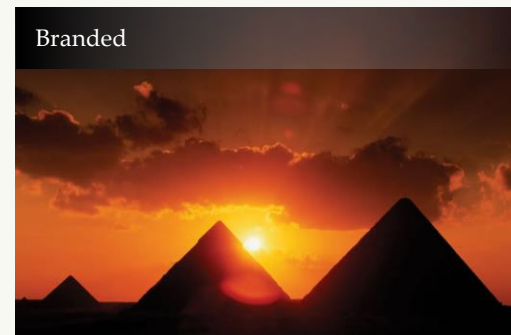
Description | A scheme consisting of a luxury hotel and residences in Nebrenice, near Prague. The 75-key hotel as part of a larger development is expected to have 400+ luxury residences, an 18-hole PGA golf course, wine-tasting cellar and other amenities.

Services | Development Consultancy

When | 2021

Client | HVS

EGYPT



Branded

STRATEGIC BRANDING PARTNERSHIP

Location | Egypt

Description | Introduction, selection and contract negotiation between branded residence operators and the client, for 700 units across multiple cities.

Services | Brand Introduction / Contract Negotiation

When | 2021

Client | Amer Group



Fairmont

HELIOPOLIS RESIDENCES

Location | Cairo, Egypt

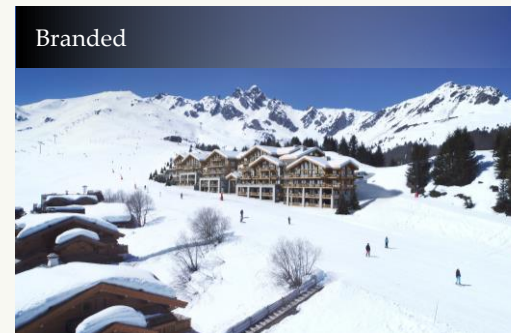
Description | A feasibility study conducted for the development of branded residences on the site occupied by the Fairmont Heliopolis.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2010 - 2011, 2015

Client | Gulf Egypt for Hotels and Tourism

FRANCE



Branded

HOTEL RESIDENTIAL REDEVELOPMENT

Location | Courchevel, France

Description | A 0.75ha site in Courchevel being developed into a luxury 5* standalone branded residential scheme.

Services | Development Consultancy

When | 2023

Client | Confidential

Six Senses



SIX SENSES LES BORDES

Location | Les Bordes, France

Description | A luxury mixed-use 560ha resort comprising residential branded and non-branded elements, two 18-hole golf courses, a 10-hole par-3 golf course, Six Senses hotel and other amenities managed by Six Senses.

Services | Development Consultancy, Capital Markets, Sales & Marketing Advisory

When | 2019, 2021 - 2023

Client | RoundShield Capital

Branded



MEGEVE

Location | Megeve, France

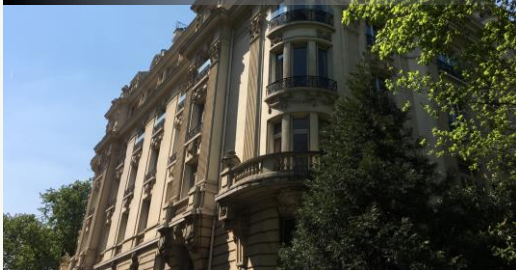
Description | Development consultancy provided for an ultra-luxury hotel with a branded residential component.

Services | Development Consultancy

When | 2020

Client | CBRE Hotels Limited

Branded



QUAI BRANLY

Location | Paris, France

Description | A branded residential development, comprising 53 apartments, in one of the most prime locations in all of Paris, lying directly adjacent to the Eiffel Tower.

Services | Development Consultancy

When | 2019 - 2022

Client | Eiffage Immobilier

Branded



TOUR CHARENTON

Location | Paris, France

Description | Recommendations provided for a 59-storey, 200m high, luxury residential tower as part of a 12ha mixed-use regeneration project.

Services | Development Consultancy, Capital Markets, Sales & Marketing Advisory, preparation of data room and sales particulars, and marketing campaign. Strong demand generated through a 2-stage bidding process. Successful deal closure.

When | 2020

Client | Bouygues S.A

The Ritz-Carlton



CARLTON CANNES

Location | Cannes, France

Description | An addition of 37 branded residential units to the rear of the existing Carlton Cannes hotel, which is currently undergoing complete refurbishment.

Services | Development Consultancy, Rental Programme Analysis, Ongoing Retainer for HOA and Rental Guidance

When | 2022

Client | Katara Hospitality

Branded



DISNEYLAND PARIS

Location | Paris, France

Description | A development scheme consisting of a hotel and branded residential units, targeting an investment driven market in the outskirts of Paris.

Services | Sales & Marketing Advisory

When | 2019

Client | Confidential

Branded



AXA IM - CHAMPS-ELYSEES

Location | Paris, France

Description | Provided a market research and feasibility study report for a branded residential and hotel serviced apartment development opportunity.

Services | Development Consultancy

When | 2021 - 2022

Client | AXA Investment Management

LUX*



LA BARAQUETTE

Location | Marseillan, France

Description | A mixed-use development which includes a 62-key LUX* hotel, and 170 LUX* branded residential units.

Services | Development Consultancy

When | 2018

Client | Propriétés & Co. Vineyard & Seaview E

GEORGIA

Branded



GREEN CAPE

Location | Batumi, Georgia

Description | A 7ha hilltop site with views over Batumi. The development comprises a 5* hotel with 120-keys and c.40 branded residences.

Services | Market Research / Market Intelligence

When | 2020

Client | Confidential

Branded



SOLOLAKI RISE

Location | Tbilisi, Georgia

Description | A 4.35ha hillside site overlooking the city of Tbilisi. The development comprises 195-key 5* hotel and c.40 branded residences.

Services | Brand Premium Studies, Market Research / Market Intelligence

When | 2020

Client | Confidential

GLOBAL

Branded



HYATT MARKET INTELLIGENCE

Location | Various Locations, Global

Description | Comprehensive evaluation of Hyatt's global branded residential projects, focusing on amenities, services, product programming, and support from technical, marketing, and operations teams.

Services | Market Research / Market Intelligence

When | 2023

Client | Hyatt Hotels

Branded



RUBY HOTELS, BRANDED RESIDENTIAL SECTOR INTELLIGENCE REPORT

Location | Various Locations, Global

Description | An intelligence report undertaken to outline the branded residential sector and its typical operation across multiple locations worldwide.

Services | Development Consultancy, International Residential Market Study, Study of Residential Vessel Market

When | 2022

Client | Ruby Hotels

Branded



RALPH LAUREN

Location | Various, Global

Description | Provided strategic branded residential development advisory to identify global buyer pools and target geographies.

Services | Market Research / Market Intelligence

When | 2022

Client | Ralph Lauren

Branded



MARRIOTT BRAND PREMIUM

Location | Various, Global

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

Services | Market Research / Market Intelligence

When | 2019-2021

Client | Marriott International

Branded



PROJECT BRANDS ID

Location | Various, Global

Description | A non-hotelier branded market intelligence report analysing achievable premiums in a selection of destinations located across the world.

Services | Market Research / Market Intelligence

When | 2020

Client | Brands ID Capital

Branded



RITZ CARLTON YACHT COLLECTION

Location | Global

Description | A project on behalf of The Ritz-Carlton Yacht Collection branded residences, offering 120 residences in addition to a range of luxury facilities, F&B offerings and services.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2019

Client | The Ritz-Carlton Yacht Collections

GLOBAL

Branded



CERTION BRANDED RESIDENTIAL CONSULTANCY

Location | Various, Global

Description | Savills provided operational advisory services and a review of the company's rental management programs and their suitability for branded residential use.

Services | Development Consultancy, Capital Markets

When | 2022

Client | Certion Property Developers S.R.L.

Branded



PROJECT GEORGETOWN

Location | Global: London, Paris, Singapore, Sydney, Dubai

Description | A global research piece on branded and non-branded premium developments in selected cities around the world.

Services | Financial Appraisal (Viability & Modelling), Business Plan Validation, Retail Consultancy

When | 2021

Client | Georgetown 29K Acquisition, LLC

Branded



FOUR SEASONS MARKET INTELLIGENCE

Location | Global: Paris, Dubai, French Riviera, Sao Paolo, Montenegro, New York & Tokyo

Description | A market intelligence report analysing market trends in Rome and Milan for a potential Four Seasons development. The key legal and planning constraints were considered, plus HNW neighbourhoods, pricing, transactional volumes and buyer profiles.

Services | Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy

When | 2022

Client | Four Seasons

Rosewood



ROSEWOOD MARKET INTELLIGENCE REPORTS

Location | Global: São Paulo, Dubai, Tokyo, New York, Montenegro

Description | Multiple market intelligence reports focussing on both the respective local market, as well as branded schemes in each location. In addition, transactional volumes, pricing and buyer profiles, as well as branded residential pipelines were assessed.

Services | Development Consultancy

When | 2022

Client | Rosewood Hotels

Branded



PROJECT ESTATING

Location | Global: USA, London, Istanbul, Dubai, Thailand, Manila

Description | A market intelligence report focusing on the global branded residential sector.

Services | Red Flag and Development KPI Review

When | 2021

Client | Estating

GREECE

Branded



PORTO HYDRA

Location | Porto Hydra, Greece

Description | Development consultancy and financial appraisal for an ultra-luxury hotel and branded residential scheme with 131 residences and approximately 100 hotel keys.

Services | Development Consultancy, Market Research / Market Intelligence

When | 2023

Client | Rolano Holdings

Branded



SALANTI BEACH

Location | Porto Heli, Greece

Description | Development consultancy for branded resort with 3 x branded hotels and branded residences, totalling 40,000 sq m of development on a beach fronting site near Porto Heli

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2023

Client | Gnosis Investments

Banyan Tree



VARKO BAY

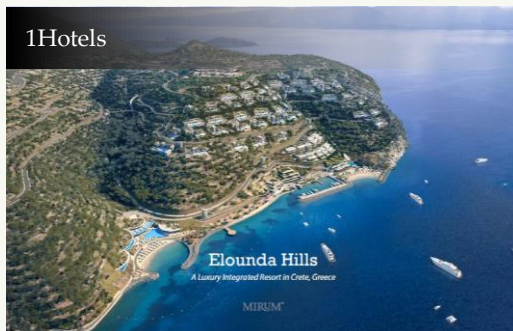
Location | Varko Bay, Greece

Description | A 20ha beachfront site on the east coast of mainland Greece. The resort will comprise a 5* hotel and 37 branded residential units. More recent involvement includes support in the investment sale of assets.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Sales & Marketing Advisory

When | 2019 - 2022

Client | RnD Investments



ELOUNDA HILLS

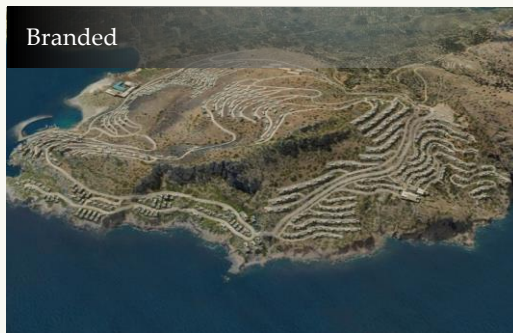
Location | Crete, Greece

Description | A 52ha site with potential for c.81,000 sq m of GFA; comprising a 135-key luxury hotel, 260 luxury villas and apartments (178 of which are branded residences), a 60-berth private marina, retail gallery, restaurants, entertainment venues, a botanical garden and park areas.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2021 - 2022

Client | Mirum



CAPE THOLOS

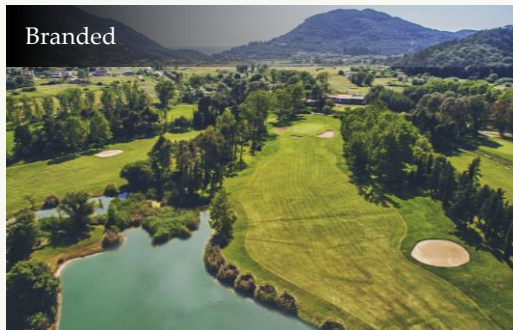
Location | Crete, Greece

Description | A 130ha mixed-use resort in Crete, comprising 208 villas, a 30-berth marina and three hotels consisting of 350-keys.

Services | Development Consultancy

When | 2019-2022

Client | Maris Hotels



CORFU GOLF CLUB

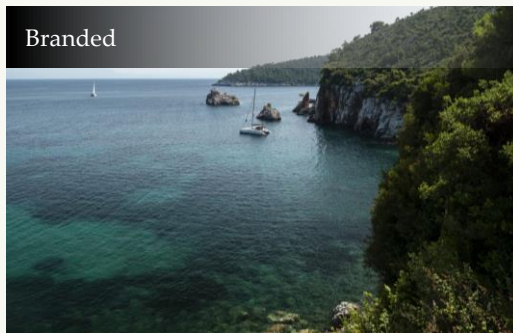
Location | Corfu, Greece

Description | An inland redevelopment of a golf course, measuring 70ha with permission for 5,000 sq m for hotel use and 25,000 sq m for residential use.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2022

Client | Corfu Golf Club



ITANOS GAIA

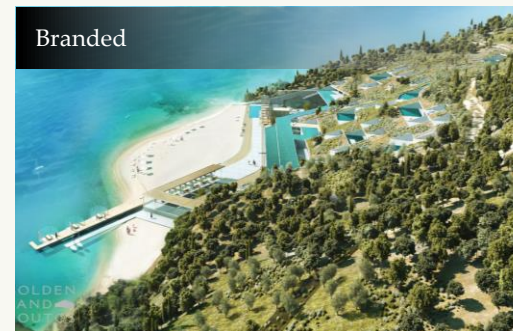
Location | Crete, Greece

Description | Red-flag review of business plan prepared by Deloitte.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2022

Client | Loyalward Ltd.



PROJECT INFINITY, PORTO HELI, GREECE

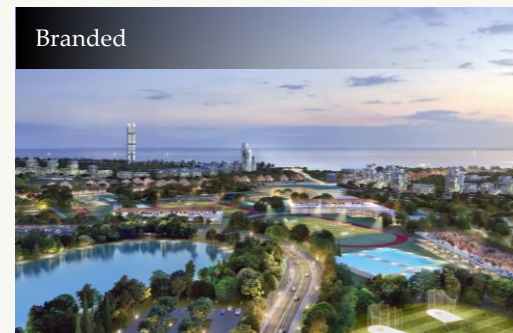
Location | Ermioni, Greece

Description | A project proposing the demolition of the Costa Perla Hotel, to provide a beach fronting luxury 5* hotel and branded residences.

Services | Capital Markets, Sales & Marketing Advisory, Professional Advisory

When | 2021 - 2022

Client | Taconic Capital Advisors UK



HELLINIKON

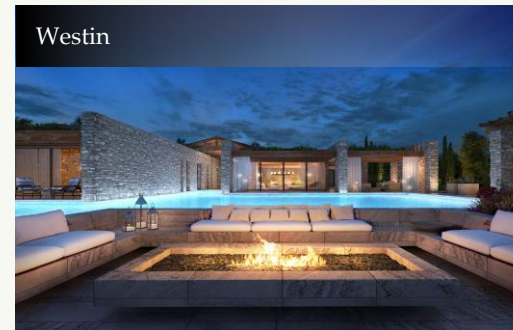
Location | Athens, Greece

Description | The largest regeneration project in Europe, comprising 10,000+ residential units, 3,000 hotel keys, 330,000 sq m of retail, 280,000 sq m of Class A office space, education / healthcare and leisure facilities, metropolitan park, marina and a casino.

Services | Capital Markets, Professional Advisory and Strategic Consultancy

When | 2014 - 2020

Client | Lamda



WESTIN COSTA NAVARINO

Location | Peloponnese, Greece

Description | A project comprising five development sites of 600ha+ in total, consisting of two trading hotels (740-keys in total), in addition to more hotels in future phases, two signature golf courses, and 500+ branded and non-branded residential units.

Services | Financial Appraisal (Viability & Modelling)

When | 2013 - 2019

Client | TEMES SA



PALEO FALIRO

Location | Athens, Greece

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

Services | Development Consultancy, Sales & Marketing Advisory

When | 2019

Client | Confidential

Angsana



ANGSANA CORFU

Location | Corfu, Greece

Description | A development comprising 199-key hotel and a residential component with 76 branded residences.

Services | Development Consultancy, Masterplan & Design Consultancy

When | 2019

Client | Cedar Capital Partners Ltd

Branded



KASSIOPI RESORT

Location | Corfu, Greece

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

Services | Sales & Marketing Advisory, International Agency

When | 2016 - 2018

Client | NCH Capital

INDIA

Accor



GOA - PILERNE & CALAPUR

Location | Goa, India

Description | Calapur comprises five plots of adjacent land with the intention to build luxury branded villas / apartments as well as a potential hotel. Pilerne represents two plots of adjacent land with c.95,000 sq m of buildable area.

Services | Development Consultancy, Masterplan & Design Consultancy, Sales & Marketing Advisory

When | 2022

Client | VM Salgaocar Corporation Pvt Ltd.

INDONESIA

Alila



THE ALILA ULUWATU

Location | Bali, Indonesia

Description | A project comprising 64 branded residential villas, alongside a 5* hotel with two award winning restaurants, and spa facilities, situated over the cliffs of Bali.

Services | Development Consultancy

When | 2011

Client | Alila Hotel Group

Regent



REGENT BALI

Location | Bali, Indonesia

Description | Savills provided consultancy on the 24 branded residential units within the wider scheme.

Services | Market Research / Market Intelligence

When | 2010

Client | The Mayapada Group

ITALY

Branded



PALAZZO MARINI

Location | Rome, Italy

Description | Research into the branded residential market in Rome as well as development consultancy on a branded luxury hotel of c.100 keys with c.30 branded residences.

Services | Development Consultancy

When | 2022

Client | Omnam / Bain Capital

Branded



CASTELFALFI

Location | Tuscany, Italy

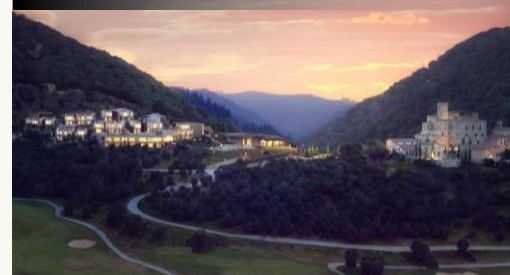
Description | A mixed-use resort comprising 31 real estate areas with a mix of existing, ruined and not yet constructed properties.

Services | Development Consultancy

When | 2022

Client | Tenuta di Castelfalfi SPA

Six Senses



ANTOIGNOLLA

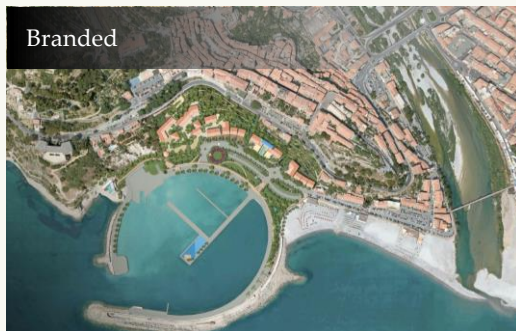
Location | Umbria, Italy

Description | A site with an existing Castello and Borgo, a golf course and farmhouses, to be redeveloped to provide a luxury hotel and residences, in addition to 81 newly developed branded residences, with leisure and F&B facilities.

Services | Development Consultancy

When | 2019 - 2021

Client | VIY Management



Branded

BORGO DEL FORTE

Location | Ventimiglia, Italy

Description | A mixed-use boutique hotel branded and non-branded residential development elements, plus ancillary retail and F&B provision.

Services | Development Consultancy

When | 2020

Client | Namira SGRpA Fondo BDF



Branded

PROJECT PUGLIA

Location | Puglia, Italy

Description | A 53ha coastal development site with consent to construct a 150-key luxury hotel and 32 branded residences, and associated amenities.

Services | Development Consultancy, Masterplan & Design Consultancy

When | 2019

Client | Omnam Group



The Luxury Collection

PORTOPICCOLO

Location | Trieste, Italy

Description | Development consultancy provided to the Portopiccolo Marina project, consisting of The Luxury Collection branded hotel and residences, in addition to non-branded residential units.

Services | Global UHNWI Demand Study and Luxury and Branded Residential Benchmarking exercise

When | 2019

Client | Oaktree Capital



Branded

MARINA DI PISA

Location | Pisa, Italy

Description | A mixed-use scheme, comprising a marina, hotel, branded and non-branded residential elements, plus ancillary retail and F&B provision.

Services | Development Consultancy, Sales & Marketing Advisory, Buyer's Guide

When | 2018

Client | Gryphon Capital



Belmond

CASTELLO DI CASOLE

Location | Tuscany, Italy

Description | A 1,700ha estate with a 39-key hotel and 49 residential plots, in addition to spa and F&B facilities.

Services | Development Consultancy

When | 2017

Client | Belmond

JAPAN



Marriott International

MARKET INTELLIGENCE REPORT

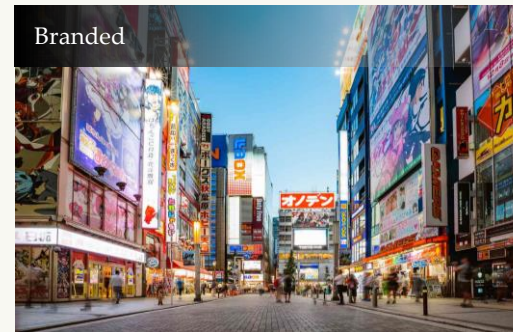
Location | Tokyo, Japan

Description | A market intelligence report analysing the luxury and branded residential markets in Tokyo and wider Japan, with analysis of case studies, providing benchmarks on pricing and sizing. Key issues and trends were identified within the market.

Services | Development Consultancy, Capital Markets

When | 2023

Client | Marriott International



Branded

MARKET INTELLIGENCE REPORT

Location | Tokyo and Kyoto, Japan

Description | Market research and the production of a market intelligence report for both Tokyo and Kyoto within the Japanese market to establish demand for branded residences.

Services | Development Consultancy

When | 2022

Client | Confidential

KAZAKHSTAN



St Regis

ST REGIS ASTANA

Location | Astana, Kazakhstan

Description | A 120-key St. Regis hotel and 50 branded residential units, in addition to associated retail and F&B facilities.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Development Management

When | 2014

Client | MG Development LLP

KINGDOM OF SAUDI ARABIA

Branded



NEOM

Location | Red Sea, Kingdom of Saudi Arabia

Description | A Global UHNWI Demand Study, and Luxury and Branded Residential Benchmarking Report to support the Gulf of Aqaba development, consisting of ultra-luxury mansion plots, golf mansions, villas, and apartments, catering to a range of U/HNWIs.

Services | Rental Market Study

When | 2021 - Ongoing

Client | Public Investment Fund

Branded



RUA AL MADINAH

Location | Madinah, Kingdom of Saudi Arabia

Description | A large masterplan providing more than 47,000 hotel rooms. Savills undertook a masterplan review and analysis to provide development recommendation for masterplan changes and quantity of branded residential offering.

Services | Development Consultancy

When | 2023

Client | Rua Al Madinah Holding

Mgallery



MAKKAH MARKET ANALYSIS

Location | Makkah, Kingdom of Saudi Arabia

Description | Market analysis undertaken to indicate brand premiums in the market, taking into account ownership structures, for a project with 24,700 sq m of GBA.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy, Pricing Review & Advisory

When | 2022-2023

Client | Alesayi

Branded



AMAALA

Location | Red Sea, Kingdom of Saudi Arabia

Description | A project consisting of three master planned developments, comprising 800+ residential units, multiple hotels, golf courses, marinas, and cultural and leisure districts.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy, Design & Concept Validation

When | 2019 - 2020

Client | Public Investment Fund

MALTA

Branded



MANOEL ISLAND

Location | Valetta, Malta

Description | The re-development of prime waterfront land into a luxury mixed-use development comprising hotel, branded and non-branded apartments, townhouses and villas. Plus, office, retail, casino, sports and F&B.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy

When | 2017

Client | Midi Plc

MAURITIUS

LUX*



LUX* GRAND BAIE

Location | Grand Baie, Mauritius

Description | A 4ha beachfront site on the island of Mauritius, including a 5* hotel comprising 86 suites and 34 branded residences, in addition to associated retail, leisure, and F&B provision.

Services | Development Consultancy

When | 2019

Client | LUX* Island Resorts Ltd.

MEXICO

Branded



MASERYK RESIDENCES

Location | Mexico City, Mexico

Description | Approximately 60 luxury residences with c.1,000 sq m of retail at street level on Golden Mile of Mexico City.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy

When | 2022 - Ongoing

Client | Mira

Branded



CUATRO CUATROS RESORT

Location | Ensenada, Mexico

Description | A project comprising a 1,000ha site, with 1,000 residential units, multiple hotels and vineyards.

Services | Financial Appraisal (Viability & Modelling)

When | 2015 - 2016

Client | Cuatrocuatros SA

MONTENEGRO



PORTO MONTENEGRO

Location | Tivat, Montenegro

Description | A development comprising a 34-key Regent hotel, 350+ apartments, a 650-berth mega yacht marina and associated retail and F&B provision.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy, Sales & Marketing Advisory

When | 2007 - Ongoing

Client | Adriatic Marinas / Peter Munk



KOLASIN RESORT

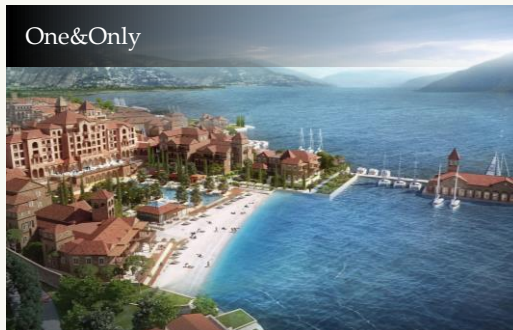
Location | Kolasin, Montenegro

Description | A greenfield site proposing the development of a luxury branded hotel and spa facilities, as well as luxury branded residential units as part of a medical and wellness resort.

Services | Masterplan & Design Consultancy

When | 2023

Client | Falcon Estate



PORTONOVI

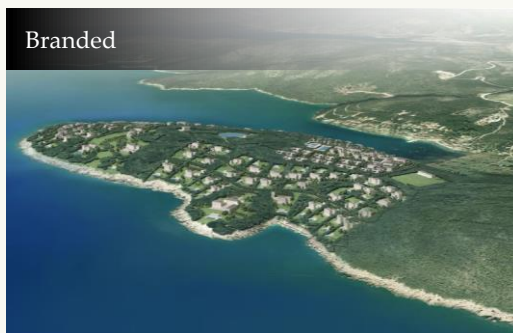
Location | Herceg Novi, Montenegro

Description | A 26ha site comprising a 238-berth marina, a 112-key One & Only hotel, 278 residential units, and sports & leisure facilities.

Services | Development Consultancy

When | 2013, 2021, 2022

Client | Azmont / SOCAR / Absheron Hotel Group



BIGOVA BAY

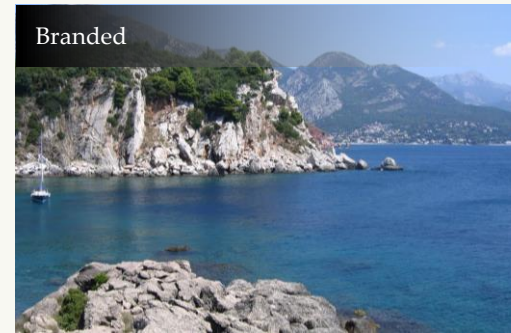
Location | Bigova, Montenegro

Description | A mixed-use resort project, including a 200-key hotel and 300 residential units, in addition to leisure and retail areas.

Services | Development Consultancy

When | 2008 - 2022

Client | Confidential



MALJEVIK BAY

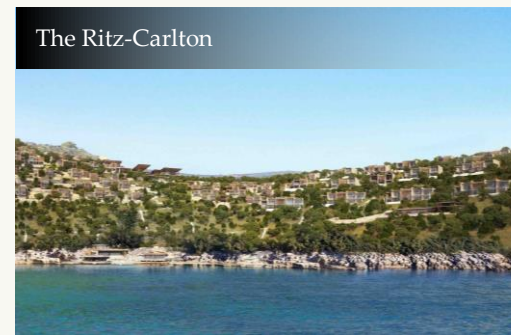
Location | Maljevik, Montenegro

Description | A 30ha resort developed along unspoilt coastline, comprising 670 residential units in a mix of branded apartments and villas, two hotels, commercial areas and a marina.

Services | Financial Appraisal (Viability & Modelling)

When | 2021

Client | Mercury Group Trading Limited



THE RITZ-CARLTON MONTROSE

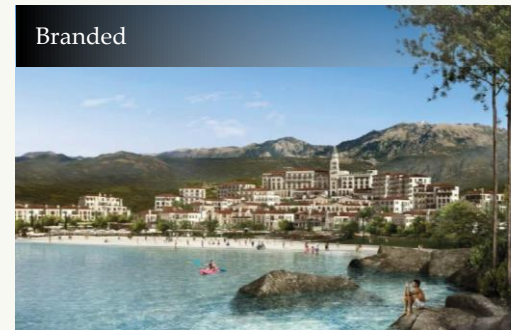
Location | Lustica Peninsula, Montenegro

Description | A 53ha site located in a prime coastal position on the Lustica Peninsula, Montenegro, overlooking the UNESCO protected Boka Bay.

Services | Development Consultancy, Market Research / Market Intelligence, Sales & Marketing Advisory, Global Sales Trends & Opportunity Assessment Study, Development Recommendations, Global Purchaser Analysis & Target Market Identification, Valuation

When | 2017 - 2020

Client | Northstar d.o.o.



PLAVI HORIZONTI

Location | Lustica, Montenegro

Description | An 11ha Four Seasons branded residential seafront resort comprising 130 branded apartments, townhouses, and villas, in addition to a 116-key Four Seasons hotel and associated leisure, retail, and F&B facilities.

Services | Sales & Marketing Advisory, International Agency

When | 2011 - 2019

Client | Qatari Diar



LUSTICA BAY

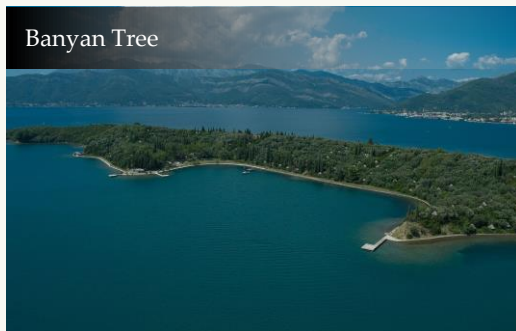
Location | Lustica, Montenegro

Description | A seafront site including 7 hotels with 1,200-keys total, 1,000 apartments, 500 villas, an 18-hole golf course, a 170-berth marina, a beach club, and Chedi branded residences.

Services | Development Consultancy

When | 2010 - 2019

Client | Orascom



SVETI MARKO ISLAND

Location | Tivat, Montenegro

Description | A development consisting of a Banyan Tree hotel, 74 branded villas, associated retail and F&B provision.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Market Research / Market Intelligence, Sales & Marketing Advisory

When | 2007 - 2015

Client | Metropol Development



SAFIRO RESORT

Location | Budva, Montenegro

Description | A substantial mixed-use development comprising a 200-key hotel, spa and 180 residential units alongside swimming pools, a restaurant and bar, casino, car parking and access to the beach.

Services | Development Consultancy

When | 2010 - 2013

Client | Future Capital Partners

MOROCCO



CASABLANCA FINANCE CITY

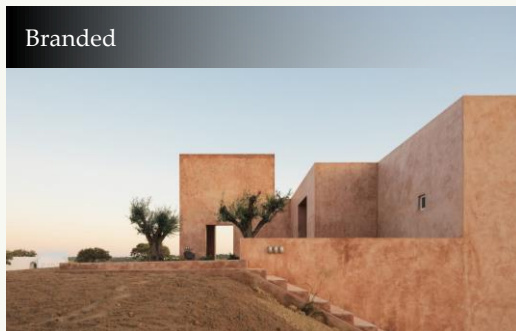
Location | Casablanca, Morocco

Description | Development consultancy for a mixed use development within the 100ha Casablanca Financial City, comprising office, hotel, retail and residential elements. Additionally, brand introduction and contract negotiations to brand the residential element Elie Saab.

Services | Market Research / Market Intelligence

When | 2023

Client | Arena Property



PROJECT NEROLI

Location | Marrakesh, Morocco

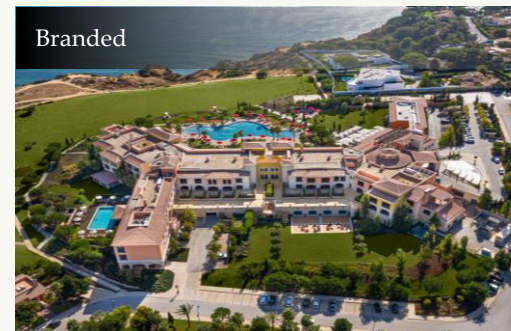
Description | A 10ha plot comprising predominantly residential uses, with associate F&B retail-oriented facilities and amenities providing delivering a luxury lifestyle experience.

Services | Brand Introduction / Contract Negotiation

When | 2023

Client | Arena Property

PORTUGAL



CASCADE WELLNESS RESORT

Location | Lagos, Portugal

Description | A wellness resort undergoing development to provide additional residential offering, in addition to the existing hotel and associated amenities.

Services | Development Consultancy, Masterplan & Design Consultancy, Sales & Marketing Advisory, International Agency

When | 2023

Client | HIP - Hotel Investment Partners



FAIRWAYS, VILAMOURA

Location | Algarve, Portugal

Description | Development consultancy support provided for a hotel and branded residential development comprising two plots of land in the centre of Vilamoura resort. The planning restrictions permit a 140-key hotel and 186 residential units.

Services | Market Research / Market Intelligence

When | 2022

Client | Vilamoura Lusort S.A.



SAN LORENZO

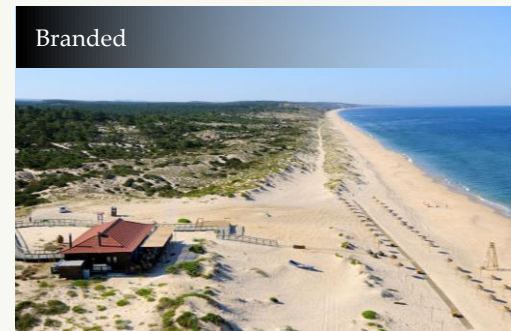
Location | Algarve, Portugal

Description | A 1.6ha land plot comprising 4,240 sq m of GCA and located in a prime location within the Quinta do Lago resort, adjacent to San Lorenzo golf course. Recommendations provided for a mix of branded and non-branded apartments.

Services | Market Research / Market Intelligence, Rental Programme Analysis

When | 2022

Client | Norfin



TERRAS DA COMPORTA

Location | Comporta, Portugal

Description | Development consultancy provided across two large sites; Dunas and Torre. The Dunas site spans 550ha with capacity for over 900 residential and touristic units and Torre spans 365ha with allocation for over 600 units.

Services | Development Consultancy

When | 2022

Client | Vanguard / Amazing Evolution



Branded

PROJECT MAAR

Location | Lisbon, Portugal

Description | Brand introduction and contract negotiation support provided for the potential development of c.30,000 sq m of a standalone branded residential project, comprising 117 apartments with associated amenities and services.

Services | Market Research / Market Intelligence, Land Valuation

When | 2021

Client | Stone Capital



Branded

VALE DO LOBO

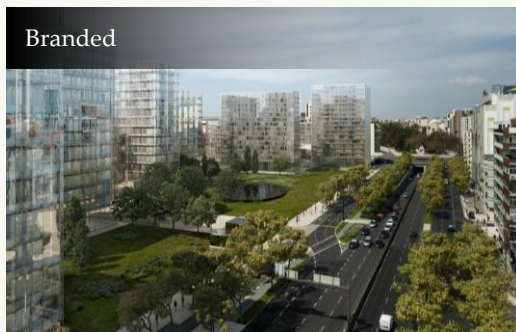
Location | Vale do Lobo, Portugal

Description | A 450ha resort site with c.950 villas and apartments already built, with a further 450 residences planned, as well as leisure, retail and commercial facilities.

Services | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2018 - 2020

Client | ECS



Branded

ENTRECAMPOS

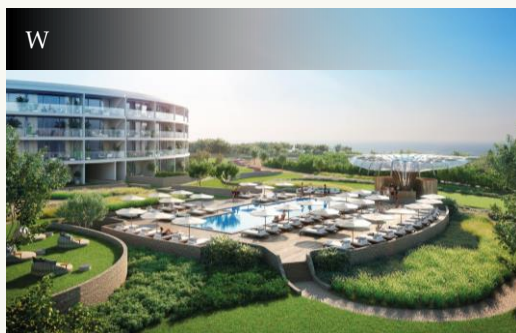
Location | Lisbon, Portugal

Description | A total site area of 8ha, split across three plots, with development ambitions to become a new business centre in Lisbon, consisting of housing, hospitality, services, leisure and office accommodation.

Services | Development Consultancy

When | 2020

Client | Fidelidade / Fosun



W

W RESIDENCES ALGARVE

Location | Albufeira, Portugal

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

Services | Development Consultancy, Masterplan & Design Consultancy, Market Research / Market Intelligence, Sales & Marketing Advisory, International Agency

When | 2017

Client | Nozul Algarve S.A.

ROMANIA



Branded

PROJECT HERASTRAU PARK

Location | Bucharest, Romania

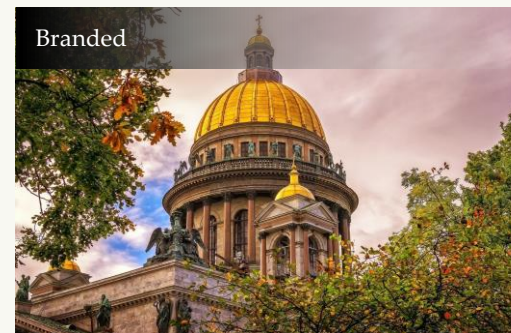
Description | Development consultancy provided for a standalone branded residential scheme in Bucharest, comprising 35 units.

Services | Development Consultancy

When | 2020

Client | Confidential

RUSSIA



Branded

MORSKOI FACAD

Location | St. Petersburg, Russia

Description | An 84ha site of reclaimed land attached to St. Petersburg with proposed mixed-use redevelopment of 1,500,000 sq m, consisting of residential accommodation, office space and hotel uses.

Services | Development Consultancy, Capital Markets

When | 2008 - 2009

Client | PIK Severo-Zapad

SERBIA



St. Regis & W

BELGRADE WATERFRONT

Location | Belgrade, Serbia

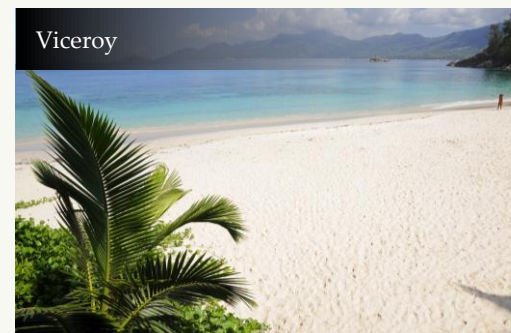
Description | A market research report analysing local market trends, the purchase process in Belgrade and the branded residential offering which comprises 6,000 units (1,800,000+ sq m of GBA) including the St. Regis and W Residences (Belgrade Waterfront).

Services | Development Consultancy

When | 2019

Client | Eagle Hills

SEYCHELLES



Viceroy

ANSE LA MOUCHE

Location | Mahe, Seychelles

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

Services | Development Consultancy

When | 2019

Client | The Royal Group

SOUTH AFRICA

Mama Shelter



MAMA SHELTER

Location | Cape Town, South Africa

Description | A 0.45ha site in Cape Town with permission to develop residential, hotel and commercial uses, representing the first dedicated branded residential scheme in Sub-Saharan Africa

Services | Development Consultancy

When | 2023

Client | Kasada Capital

SPAIN

Mandarin Oriental



MANDARIN ORIENTAL

Location | Barcelona, Spain

Description | Former Deutsche Bank office tower converted into luxury branded residential apartments, leisure facilities, and ground floor retail. 34 of the units are the world's first standalone Mandarin Oriental Residences.

Services | Development Consultancy

When | 2015 - Ongoing

Client | KKH

Fairmont



FAIRMONT ALCAIDES A

Location | Costa del Sol, Spain

Description | Fairmont Hotel and 47 branded villa residences on a golf and sea fronting plot. An assessment of local market developments and understanding of RMPs to price the branded residential offering.

Services | Development Consultancy, Masterplan & Design Consultancy, Sales & Marketing Advisory, International Agency

When | 2024

Client | Millenium Hotels Real Estate

Branded



LA RESERVA DE ALCUZCUZ

Location | Costa del Sol, Spain

Description | A project undertaken for an 83 luxury branded hilltop apartment scheme, benefiting from prime views over the Costa del Sol coast and surrounding golf courses.

Services | Sales & Marketing Advisory

When | 2019 - Ongoing

Client | Union Holding

Branded



PADILLA 32

Location | Madrid, Spain

Description | A conversion of a listed heritage building in Madrid's most expensive residential neighbourhood to provide luxury branded residences.

Services | Development Consultancy

When | 2023

Client | Persepolis Investments

Branded



LA HACIENDA, BENAHAIVIS, COSTA DEL SOL

Location | Costa del Sol, Spain

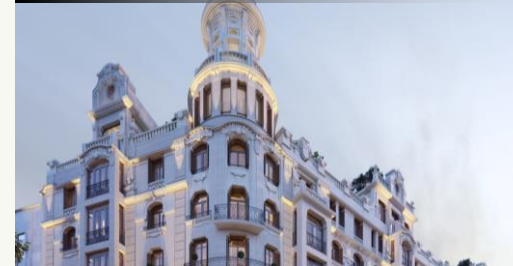
Description | A project including a residential feasibility study, followed by involvement in an investment sale. The project consists of 400 units, with 171 apartments and 229 villas, over a 10 year sale period.

Services | Development Consultancy, Masterplan & Design Consultancy, Retained Consultancy Services

When | 2022

Client | Savills Madrid

SLS



INFANTAS 40

Location | Madrid, Spain

Description | A site located in Madrid's oldest and most historical neighbourhood, comprising c.7,100 sq m of GBA, and with c.5,120 sq m dedicated to residential internal areas.

Services | Development Consultancy, Sales & Marketing Advisory

When | 2022

Client | Persepolis Investments

Branded



SAGASTA 27

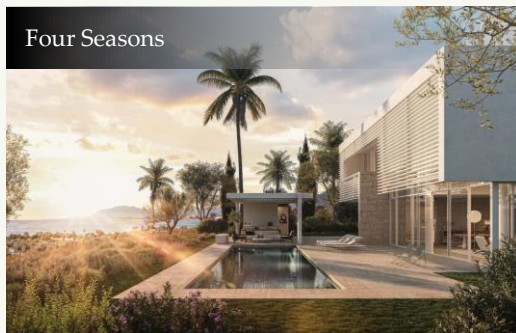
Location | Madrid, Spain

Description | Services provided for a luxury branded residential development in central Madrid, proposing 24 luxury apartments with ancillary amenities.

Services | Development Consultancy

When | 2022

Client | Persepolis Investments



Four Seasons

FOUR SEASONS MARBELLA

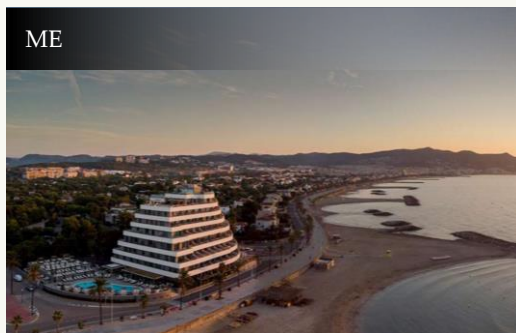
Location | Marbella, Spain

Description | A project requiring analysis and validation of the current concept for a mixed-use development on a 33ha site. Recommendations included residential unit types, unit mix, unit and plot sizes, sales prices and sales rates and buyer profiles.

Services | Development Consultancy, Market Research / Market Intelligence

When | 2022

Client | Immobel



ME

SITGES

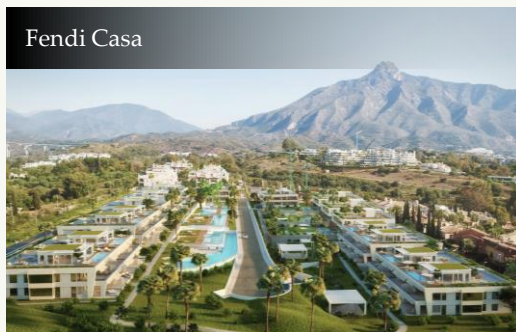
Location | Sitges, Spain

Description | A redevelopment project for an existing 213-key hotel on the beachfront, to include 40 branded residences alongside.

Services | Development Consultancy, Masterplan & Design Consultancy, Brand Introduction / Contract Negotiation, Sales & Marketing Advisory

When | 2022

Client | HIP - Hotel Investment Partners



Fendi Casa

EPIC MARBELLA

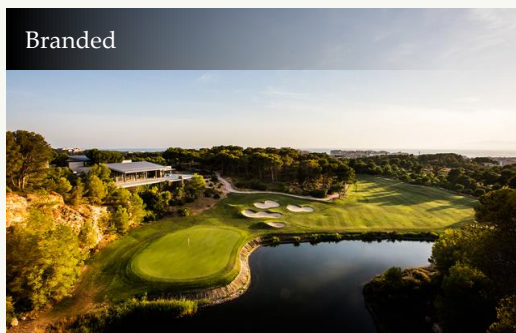
Location | Marbella, Spain

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

Services | Sales & Marketing Advisory

When | 2021

Client | Confidential



Branded

LUMINE GOLF & BEACH CLUB

Location | Tarragona, Spain

Description | A golf resort with two 18-hole and one 9-hole golf courses and a number of ancillary hospitality venues.

Services | Development Consultancy

When | 2021

Client | Confidential



W

EDIFICIO ESTEL (W BARCELONA)

Location | Barcelona, Spain

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

Services | Market Research / Market Intelligence

When | 2019 - 2020

Client | Sunrich Limited



Branded

SANTA MARIA POLO CLUB

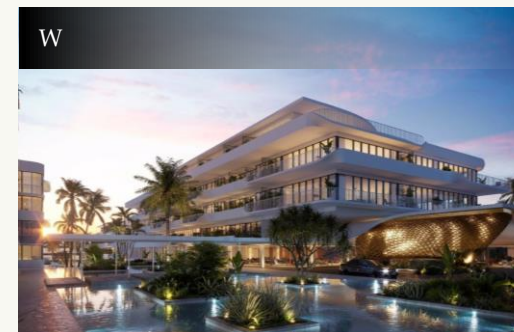
Location | Sotogrande, Spain

Description | A project with a total 19,200 sq m of GBA, including a luxury branded hotel, 200 villas and apartments set within the Santa Maria Polo Club.

Services | Financial Appraisal (Viability & Modelling), Market Research / Market Intelligence

When | 2017 & 2019

Client | Cedar Capital & Round Hill Capital



W

W MARBELLA

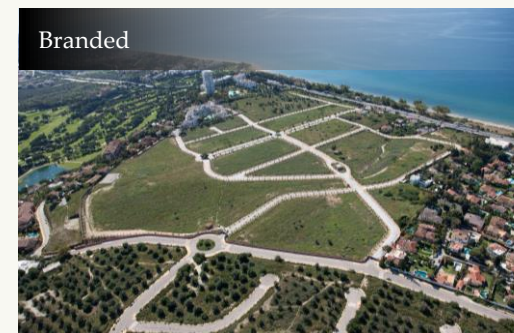
Location | Marbella, Spain

Description | Development consultancy provided for a mixed-use branded resort comprising a hotel, residential elements, a beach club and other facilities.

Services | Development Consultancy, Masterplan Validation & Opportunity Review

When | 2017 - 2018

Client | Confidential



Branded

PROJECT RIO REAL

Location | Marbella, Spain

Description | A project for a mixed-use branded resort comprising a hotel, residential units and auxiliary facilities.

Services | Brand Premium Studies

When | 2016 - 2017

Client | Confidential



Mandarin Oriental

MANDARIN ORIENTAL MARBELLA

Location | Marbella, Spain
Description | A development consultancy project with a total of 20,000 sq m of GBA, to include 60 branded Mandarin Oriental villas and a hotel.
Services | International Agency
When | 2017
Client | Confidential



Banyan Tree

BANYAN TREE COSTA DEL SOL

Location | Costa del Sol, Spain
Description | A hotel and branded residences project comprising 127 units and a 180-key hotel with restaurants, spa and MICE facilities.
Services | Development Consultancy, Masterplan & Design Consultancy, Retained Consultancy Services
When | 2010 - 2014
Client | Bahia Fenicia Residencial SL

SWITZERLAND



Hard Rock

HARD ROCK DAVOS

Location | Davos, Switzerland
Description | A project consisting of a 94-key 4* Hard Rock hotel with 28 branded residential units, located in the heart of Davos, within the Swiss Alps.
Services | Development Consultancy
When | 2019
Client | VIY Management

THE BAHAMAS

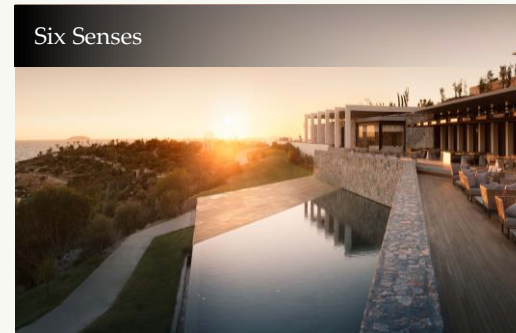


Rosewood

MELIA SITE, BAHAMAR

Location | Nassau, The Bahamas
Description | A redevelopment project for a c.6.5ha beachfront land plot. The exiting hotel is a 600-key hospitality hub with no residential accommodation.
Services | Development Consultancy, Market Research / Market Intelligence
When | 2022
Client | CTF

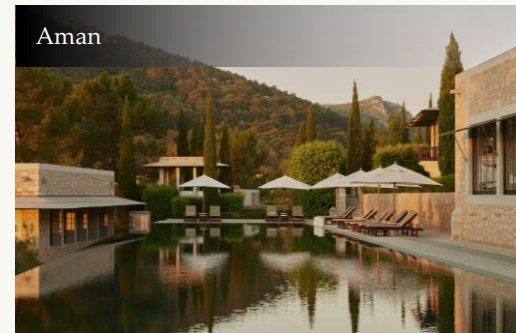
TURKEY



Six Senses

SIX SENSES KAPLANKAYA

Location | Bodrum, Turkey
Description | A project consisting of Six Senses branded residential units and associated retail accommodation within a prime 119ha beachfront site on the Bodrum coastline.
Services | Development Consultancy, Masterplan & Design Consultancy, Brand Introduction / Contract Negotiation, Sales & Marketing Advisory
When | 2018 - 2022
Client | Confidential



Aman

AMANRUYA BODRUM

Location | Bodrum, Turkey
Description | Development consultancy and capital markets support provided for a site measuring 7.85ha, with a total GFA of 12,420 sq m, to develop branded residences.
Services | Development Consultancy, Capital Markets
When | 2019
Client | BLG Capital

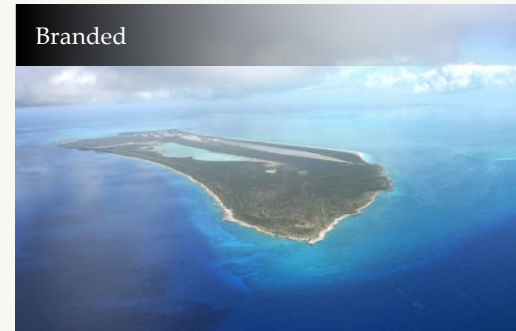


Mandarin Oriental

MANDARIN ORIENTAL BODRUM

Location | Bodrum, Turkey
Description | A project consisting of the Mandarin Oriental hotel and branded residences comprising 98 villas and 116 apartments alongside the hotel and spa.
Services | Sales & Marketing Advisory
When | 2013 - 2014
Client | Astas

TURKS AND CAICOS



Branded

WEST CAICOS

Location | West Caicos Island, Turks and Caicos
Description | A project consisting of 100 residences, as well as 25 townhouses and 40 mansions in a luxury mixed-use Caribbean resort.
Services | Development Consultancy
When | 2022
Client | Apex Development

UNITED ARAB EMIRATES

Accor



DUBAI MARKET INTELLIGENCE

Location | Dubai, United Arab Emirates

Description | A market intelligence report analysing the luxury and branded residential market in Dubai, UAE, detailing local market dynamics, benchmarking of appropriate luxury projects, and conclusions and recommendations for potential opportunities.

Services | Market Research / Market Intelligence

When | 2022

Client | Accor

UNITED KINGDOM

Branded



LONDON GOLF CLUB

Location | London, United Kingdom

Description | A 283ha site comprising two golf courses, with proposed development of a 220-key hotel and 100 standalone residences.

Services | Financial Appraisal (Viability & Modelling), Market Research / Market Intelligence

When | 2023

Client | Morningstar Hospitality

W



W MANCHESTER

Location | Manchester, United Kingdom

Description | Brand Premium analysis undertaken to assist the valuation of a branded residential tower, assessing the values achievable above the market ceiling.

Services | Brand Premium Studies, Valuation Assistance

When | 2023

Client | Relentless Developments

Six Senses



SIX SENSES WHITELEYS

Location | London, United Kingdom

Description | A project consisting of a 110-key hotel with c.100 branded residential units, restaurants, spa, Equinox fitness club and other associated facilities.

Services | Development Consultancy

When | 2021-2022

Client | Finchatton

Fairmont



FAIRMONT ST ANDREWS

Location | St Andrews, United Kingdom

Description | A project comprising a 211-key Fairmont hotel with 78 residential units and a championship golf course.

Services | Development Consultancy, Masterplan Validation & Opportunity Review

When | 2022

Client | St Andrews Bay Development Company

Mandarin Oriental



MANDARIN ORIENTAL BRAND PREMIUM

Location | London, United Kingdom

Description | A study and analysis of a group of projects in London to assess associated brand premiums.

Services | Brand Premium Studies

When | 2019

Client | Mandarin Oriental Hotel Group

Four Seasons



20 GROSVENOR SQUARE

Location | London, United Kingdom

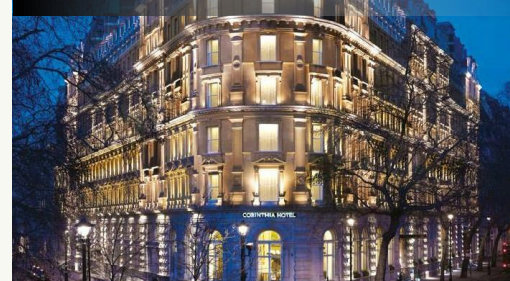
Description | A project consisting of standalone branded residences, including 37 apartments ranging from 1-bed to 6-bed typologies, alongside reception, library, lounge, spa, parking and other facilities.

Services | International Agency

When | 2017

Client | Confidential

Corinthia



THE CORINTHIA

Location | London, United Kingdom

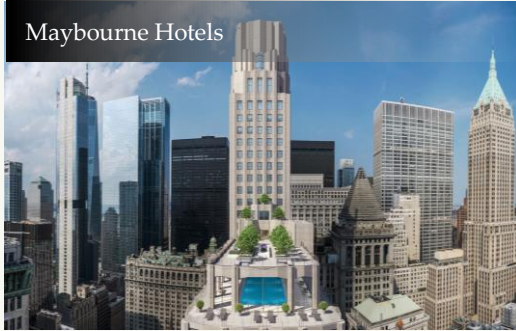
Description | A project consisting of a 294-key hotel, 12 branded residential units with associated restaurants, bar, spa, swimming pool and other facilities.

Services | International Agency

When | 2015

Client | Confidential

Maybourne Hotels



USA

ONE WALL STREET

Location | New York, USA

Description | A development consisting of 566 residential apartments with 30 branded residences located on the 40th floor and above at One Wall Street.

Services | Development Consultancy

When | 2022

Client | Dilmon Services (UK) Ltd

savills



Image: Porto Montenegro

Track Record | 2024 64

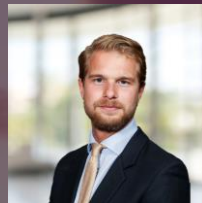


The Team

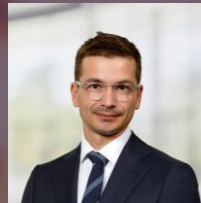
Consultancy



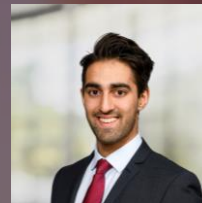
Rico Picononi
Director
Head of GRDC



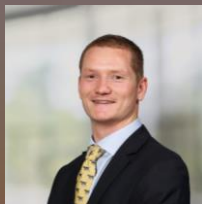
Louis Keighley
MRICS
Director



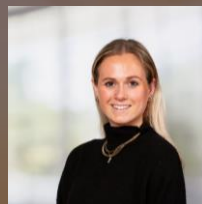
Peter Grmek
Director



Jacques Sharam
Associate



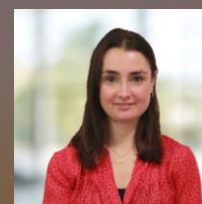
William Hudson
MRICS
Associate



Charlotte Williams
MRICS
Associate



Rosie Tucker
Graduate Surveyor



Ella McEwen
PA / Team Assistant

Sales & Marketing



Andrew Hawkins
Director
Head of GRDS



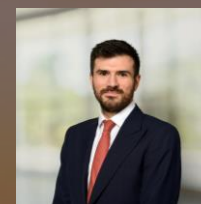
Tom Bryant
Director



Dan Martin
Associate Director



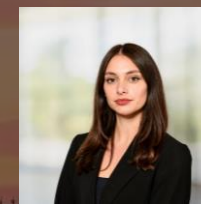
Niki Riley
PR Director



Hud Anwar
Associate



Adrienne Li
Marketing Manager



Claudia Arriaza
Barragan
Marketing Executive



Ilze Barnes
PA / Team Assistant

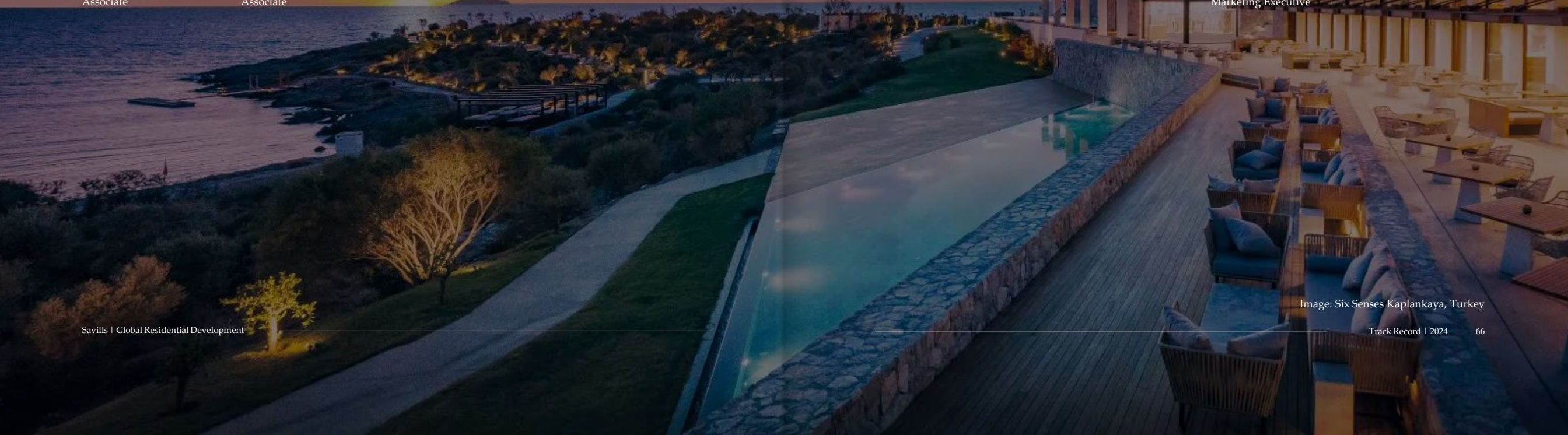


Image: Six Senses Kaplankaya, Turkey

“The Global Resident Development team at Savills has been a great assistance to our firm based in Hong Kong, as we explore the world of branded residences, particularly by undertaking feasibility studies and quantifying our research. This has helped us understand the opportunities, challenges, and risks to develop branded residences. Communication with the team has been smooth and quick, allowing the process to be easy and enjoyable. Thank you, Savills.”

Mark Henderson, Managing Director, Great Century

“The Global Residential Development team of Savills added great value in defining the optimal residential product and buyer profiles for the Hellinikon Project, and particularly the branded residential developments of our project. Their advice, which was based on a wide range of data and thorough analysis, helped us diversify our offering and reduce our development risk by introducing a new residential product in the Greek market that is expanding rapidly worldwide.”

Alexandros Moulas, Senior Commercial Director, Lamda Development

“Savills The Global Resident Development team continue to provide clear and informed market intelligence, both in respect of specific mandated project research and analysis, and in their overview of the branded residential sector. The team is well resourced with excellent experience and have always worked in a highly collaborative manner.”

James Price, Vice President – Residential, Four Seasons

“Savills GRD have provided key market intelligence that has helped Rosewood, and our various development partners, plan strategically for our branded residential projects and greater portfolio”

Brand Berry, Vice President - Global Residential Development, Rosewood

“The quality of Savills 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, Chief Development Officer, Marriott International



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