

- GLOBAL RESIDENTIAL DEVELOPMENT -
BRANDED RESIDENTIAL
TRACK RECORD

savills

£38.5 bn

DEVELOPMENT VALUE

44

COUNTRIES

181

BRANDED RESIDENTIAL PROJECTS



Cover Image: Mr C Residences Downtown, Dubai

Image: The Ritz-Carlton Residences, Hanoi



Image: The Amaryllis Iconic Tower, New Delhi

FOREWORD

The Savills GRD team is made up of two core divisions, Consultancy and Sales & Marketing. These two teams working alongside each other to ensure a seamless end-to-end client service from project conception to successful commercialisation. Savills GRD Consultancy division operates over six key service lines; market intelligence and thought leadership, development consultancy & feasibility, brand premium studies, brand selection & contract negotiation, operational advisory, and capital market transactions. Savills GRD Sales then assist in the marketing and sales of these projects in the later phases of construction.

Based in London and Dubai, our team of experts has unrivalled experience of working on a range of projects from luxury large-scale mixed use destination resorts to specialist standalone residential developments across urban and resort locations around the world. By working closely with Savills' international network of offices and sales teams, we provide our clients with 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 have advised on 180 branded projects across 44 different countries worldwide since the team's inception in 2009.

Branded residences have proven 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 over 180%. Looking ahead, the pipeline of future branded residences continues to grow, with upcoming projects set to double the current supply offerings 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're actively conceptualising a development, capitalising on a strategic opportunity, or embarking on a new venture, our expertise is primed to drive your success.

GLOBAL COVERAGE

Interacting with Ultra-High / High Net Worth purchasers of luxury and ultra-luxury residential around the globe on a daily basis.

SAVILLS – THE RESIDENTIAL EXPERTS

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

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 are able to act as a trusted advisor from inception to completion of development schemes across the full spectrum of service lines from market research, consultancy and financial viability to sales and marketing, management, and capital markets in order to de-risk and optimize projects around the world.

127

UK, IRELAND & CHANNEL ISLANDS OFFICES

127

EUROPE OFFICES

306

MIDDLE EAST & AFRICA OFFICES

77

AMERICA & CARIBBEAN OFFICES

74

ASIA PACIFIC OFFICES

Image: InterContinental Residences, Hua Hin

BRANDED RESIDENCES OVERVIEW

The global distribution of branded residences continues to expand as brands seek new locations to grow 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 fertile ground for branded residences, as new high-net-worth buyers seek primary residences and second homes within branded schemes. 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.

In recent years, there has been increased interest and emphasis on certain aspects of branded residences. Features like office space, focus on wellness amenities, accessible locations, and larger living spaces have become more sought-after as buyers spend longer periods in their residences. Developers and brands are collaborating closely to deliver branded residence schemes 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 fierce. 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 solely dominated by luxury hotel brands, as other chain segments are growing, enabling the industry to cater to different buyer needs across vastly 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 market. Existing brand awareness, coupled with associated qualities in design and service, incentivizes buyers to pay a premium for these properties. On average, in 2024, branded residences command a global premium of 33% compared to non-branded products. However, these premiums vary significantly by location, brand, and type of scheme. In emerging cities, where luxury brands appeal to growing numbers of high-net-worth individuals, branded projects can achieve pricing premiums as high as 47% compared to non-branded properties.

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



The Savills logo, consisting of the word "savills" in a lowercase, sans-serif font, is positioned on the left side of the page. It is overlaid on a dark, semi-transparent background that covers the entire page. The background image is a photograph of a grand, classical building with a large dome and many windows, identified as The OWO Residences by Raffles in London. The building is shown from a low angle, emphasizing its height and architectural details. The sky is a pale, overcast grey. In the foreground, there are some trees and a few people walking on the street, but they are mostly obscured by the dark overlay.

OUR SERVICES

Our goal is to provide an end-to-end service to our clients, whether this be guiding developers throughout the entire development lifecycle to ensuring that the product is as market-primed as possible, working with brands to find the most suitable markets for them to enter and which schemes to endorse, 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 enabled and enhanced by the fantastic network that we have built up over the years with brands, developers and investors who are active or interested in the sector. As a central point of contact for these parties, we are ideally positioned to offer a source and introduction service, connecting investors to opportunities where interests align. This extends to a capital markets capability where we work alongside our dedicated capital markets teams to manage the transaction process on behalf of a client.

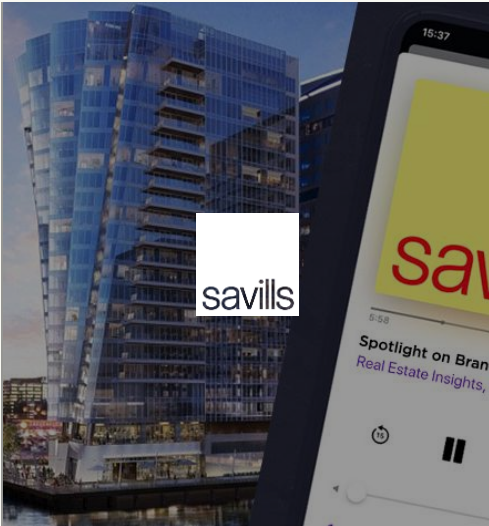
Clients can engage us on any or all of our service lines and we are always willing to discuss the bespoke needs of our clients and their projects.

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

Image: The OWO Residences by Raffles, London

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 by the brands. Therefore, we are 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 an industry-leading 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

DEVELOPMENT CONSULTANCY & FEASIBILITY STUDIES

On behalf of investors, developers and brands, Savills GRD produces bespoke feasibility studies to de-risk and add value to residential and mixed-use projects globally. At the core of these studies lies our global understanding of the residential sector made possible through our extensive network of 700+ offices. Our understanding of both local and international market dynamics form the basis of our recommendations. The exact scope of our feasibility studies can be tailored to our client’s needs but is always based on detailed due diligence including a full site and masterplan review, market research and comparable data analysis. Based on the principals derived from this due diligence, and our global experience, Savills GRD can provide detailed development recommendations from branding suitability and buyer profile analysis to guidance on optimised unit type, mix, sizing, pricing, phasing and absorption.



Fairmont La Hacienda

Location | Costa del Sol, Spain

Instruction | A project consisting of a Fairmont Hotel and 47 branded villa residences on a golf and sea-fronting plot. The instruction involved an assessment of local market developments and an understanding of rental management programmes.

Role | Development Consultancy, Masterplan & Design Consultancy, Market Intelligence, Sales & Marketing Advisory, International Agency

When | 2024

Client | Millenium Hotels Real Estate



Six Senses Les Bordes, France

Location | Les Bordes, France

Instruction | 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

When | 2019, 2021-2023

Client | RoundShield Capital

BRAND PREMIUM STUDIES

The value that a brand can add to a residential development is a fundamental element to the growth and success of the branded residential sector. Determining this value is an important marketing tool for brands seeking to expand 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 uplift that a brand contributes to a scheme. Savills GRD has historically undertaken brand premium studies on behalf of market-leading hospitality brands on projects across Europe, the Americas, the Middle East, and Asia Pacific.



Accor: Raffles, SLS, Rixos, Mondrian
Location | Australia, London, UAE, USA
Instruction | Report to establish the pricing premium achieved across a number of branded residential developments under the Accor parent brand over non-branded competitive supply, across multiple markets.
Role | Market Research & Branded Premium Analysis
When | 2024
Client | Accor



Mandarin Oriental
Location | The Residences at Mandarin Oriental, One Hyde Park, London; The Residences at Mandarin Oriental, Hanover Bond, London
Instruction | Report to establish the pricing premium achieved within Mandarin Oriental branded residential developments over non-branded competitive supply.
Role | Market Research & Branded Premium Analysis
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 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

CAPITAL MARKETS: OPPORTUNITY SOURCING & EQUITY RAISE

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



Oceanico Portfolio

Location | Portugal

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

When | 2016

Client | Oceanico Group



Project Phoenix

Location | Cannes, France

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

When | 2016-2017

Client | Confidential

SALES, MARKETING & PR ADVISORY

As an extension to the consultancy service offering, Savills GRD 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.



Mama Shelter Cape Town, South Africa

Location | Cape Town, South Africa

Instruction | Mixed-use city centre development comprising of hotel, branded residential, and commercial uses on a 0.45 ha site. The development will be the first dedicated branded residential scheme in Sub-Saharan Africa.

Role | Development Consultancy and Sales & Marketing Advisory

When | 2023- 2024

Client | Kasada Capital



SLS Madrid Infantas Residences

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 GRD 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 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 | 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



Image: Grand Hyatt The Red Sea, KSA

- 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 the extreme fine tuning to align itself with the local and international market demands.



Image: W Residences Algarve, Portugal

THE ELLINIKON

Client | Lamda S.A.

Location | Athens, Greece

Instruction date | 2014–2020, 2024

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 Ellinikon 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



Image: The Ellinikon Masterplan, Greece

- 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

ELOUNDA HILLS

Client | Mirum

Location | Crete, Greece

Instruction date | 2021-2022

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 typography 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



Image: Elounda Hills Resort, Greece

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 re-engaged 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 profound depth to knowledge and trends across the world.

Savills GRD has been consistently awarded and recognised as market leading advisors. 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: Waldorf Astoria, Miami

ALBANIA



BRANDED RESIDENTIAL RESORT, VELIPOJE
Location | Velipoje, Albania
Description | A coastline site spanning 149ha and offers a total of 400,000 sqm of buildable area, the development will comprise of an extensive mix of residential, commercial, hotel, leisure and educational facilities.
Services | Development Consultancy
When | 2025-Ongoing
Client | Confidential



BRANDED RESIDENTIAL TOWER, TIRANA
Location | Tirana, Albania
Description | Market study to review local and regional market dynamics and provide development recommendations for the development of 60-70 branded residential apartments within a mixed-use tower in the new extension of Tirana city.
Services | Development Consultancy
When | 2024
Client | Confidential

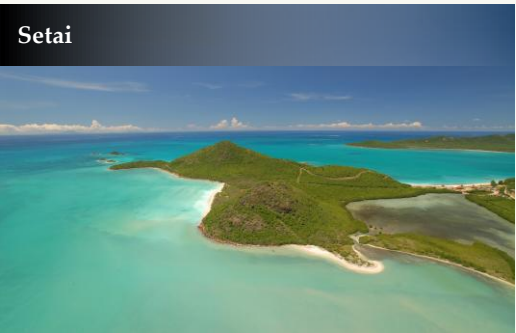
ANTIGUA & BARBUDA



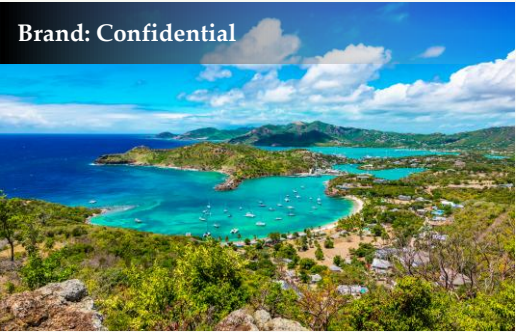
GALLEON BEACH RESORT, ANTIGUA
Location | Galleon Beach, Antigua & Barbuda
Description | A residential market feasibility study to establish the potential market positioning of proposed luxury branded residences.
Services | Development Consultancy
When | 2023-2024
Client | Savills Caribbean



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 Intelligence
When | 2021
Client | Mt. Burgos Holdings Ltd



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.



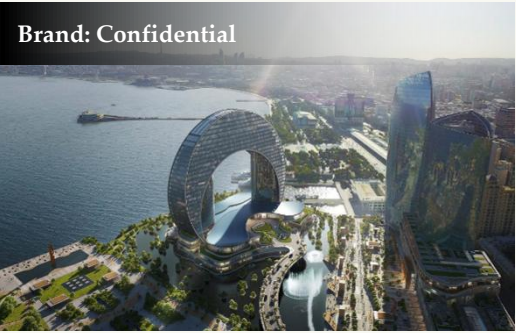
AZURE BAY RESORT
Location | Azure Bay, Antigua & Barbuda
Description | A 220ha plot comprising a 5* hotel, branded residences, residential plots, retail accommodation, casino, spa, and a deep-water marina.
Services | Development Consultancy, Brand Introduction / Contract Negotiation
When | 2016
Client | Millennia-Montaigne Developments

AUSTRIA



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



LA LUNA
Location | Baku, Azerbaijan
Description | The project is a landmark 29-storey tower development within Azerbaijan’s capital city. The building comprises a 114-key hotel and 166 branded residential units, in addition to supporting amenities.
Services | Development Consultancy
When | 2021-2022
Client | Pasha Developments LLC



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 | 2019-2021
Client | Absheron Hotel Group

BRAZIL



ROSEWOOD BRAND PREMIUM STUDY, SAO PAULO
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 MARKET INTELLIGENCE REPORT, SHANGHAI
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 Intelligence
When | 2023
Client | Marriott International

CROATIA



NOVI VINODOLSKI RESORT
Location | Zagreb, Croatia
Description | A redevelopment of an existing resort comprising a hotel and 336 residential units. The report provided scenario advise including pricing recommendations for the refurbishment and sale of the residences.
Services | Development Consultancy
When | 2024
Client | ECM Partners



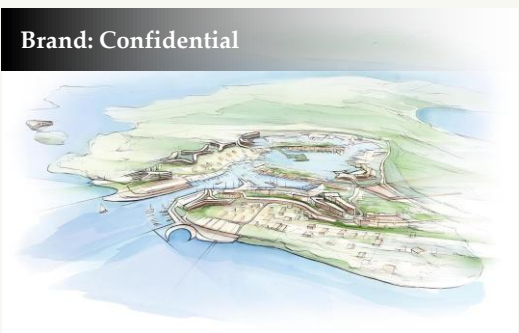
KUPARI LUXURY HOTELS
Location | Dubrovnik, Croatia
Description | A coastal site spanning 17ha with a total GFA of c.50,000 sq m, of which a third is for residential uses.
Services | Development Consultancy, Market Intelligence
When | 2022-2023
Client | Kupari Luxury Hotels d.o.o.



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



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 Intelligence
When | 2022
Client | ASW Hospitality AG



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



Brand: Confidential

MARASKA ZADAR

Location | Makarska, Croatia

Description | Market research and development consultancy advise providing in relation to a mixed-use development site on the Dalmatian coast.

Services | Development Consultancy

When | 2021

Client | Confidential



Brand: Confidential

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



Brand: Confidential

LIMASSOL EAST- PHASE 1

Location | Limassol, Cyprus

Description | Limassol East is envisaged to be a next generation community comprising hospitality, residential real estate (both branded and non-branded), research and development, medical, retirement and assisted living, schools and other academic facilities, wellness and spa, sports, retail and F&B.

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

When | 2023

Client | CCC Real Estate



Brand: Confidential

WESTMINSTER HOTEL AND RESIDENCES

Location | Limassol, Cyprus

Description | Brand search and negotiation for a development comprising of a 17-19 storey mixed-use residential tower within Limassol.

Services | Brand Introduction / Contract Negotiation

When | 2021

Client | Cyprus Alliance



Brand: Confidential

AYIA NAPA MARINA

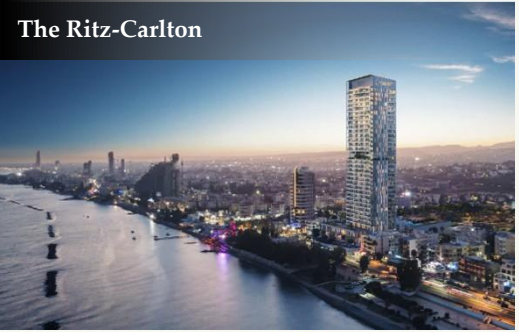
Location | Ayia Napa, Cyprus

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



Brand: Confidential

CAPE GRECO

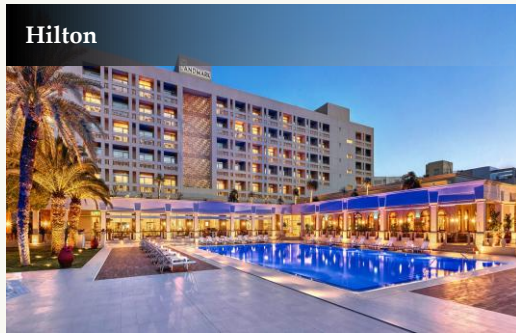
Location | Ayia Napa, Cyprus

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



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



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



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



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

CZECH REPUBLIC



OAKS PRAGUE

Location | Prague, Czech Republic

Description | A scheme consisting of a luxury hotel and residences in Nebřenice, 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



STRATEGIC BRANDING PARTNERSHIP, EGYPT

Location | Various Locations, 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

EGYPT



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



PROJECT CELESTE

Location | Courchevel, France

Description | Masterplan review and full development consultancy for the refurbishment of one Courchevel's landmark hotel to provide 45-keys as well as a small number of market-leading branded residential units in Courchevel.

Services | Development Consultancy

When | 2024

Client | Confidential



Brand: Confidential

BRANDED RESIDENTIAL SCHEME, COURCHEVEL

Location | Courchevel, France

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

Services | Development Consultancy

When | 2024

Client | Confidential



Brand: Confidential

HOMEOWNERS ASSOCIATION BUDGET, PARIS

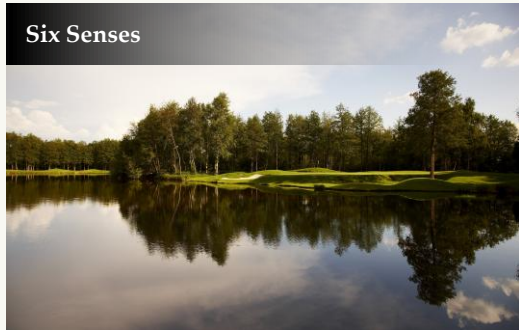
Location | Paris, France

Description | A report consisting of a first-year homeowners association budget for the branded residential component of a ultra-luxury mixed-use development in Paris.

Services | Operational Advisory

When | 2024

Client | Confidential



Six Senses

SIX SENSES LES BORDES

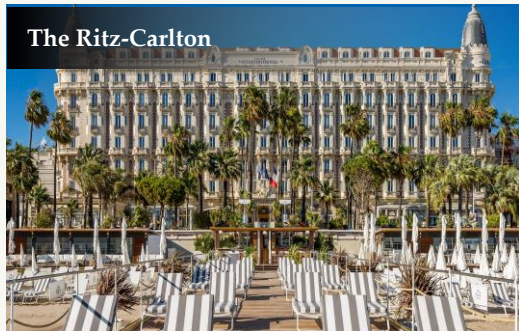
Location | Les Bordes, France

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



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



Brand: Confidential

AXA IM-CHAMPS-ELYSEES

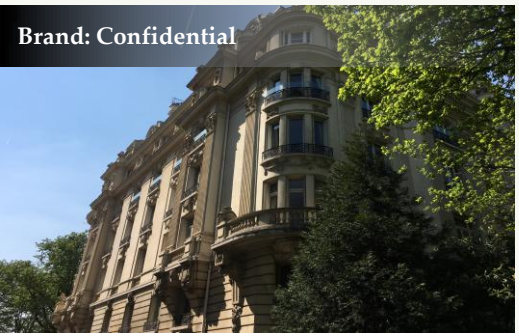
Location | Paris, France

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

Services | Development Consultancy, Masterplan & Design Consultancy, Market Intelligence, Prime Parisian Rental Market Study

When | 2021-2022

Client | AXA Investment Management



Brand: Confidential

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



Brand: Confidential

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



Brand: Confidential

TOUR CHARENTON

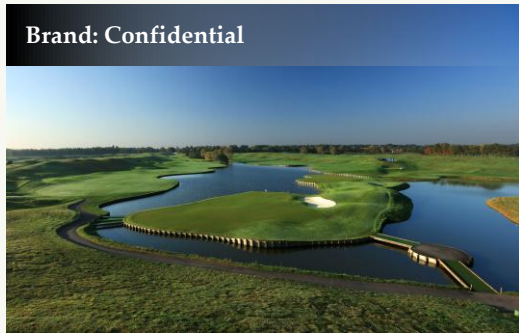
Location | Paris, France

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

Services | Development Consultancy, Masterplan & Design Consultancy

When | 2020

Client | Bouygues S.A



Brand: Confidential

DISNEYLAND PARIS

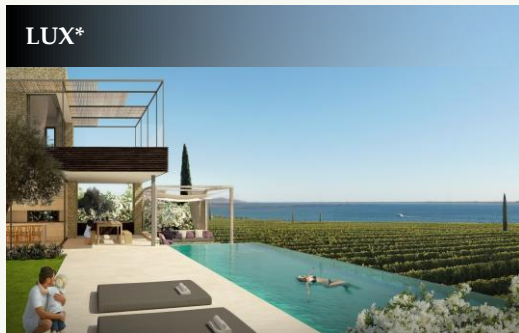
Location | Paris, France

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

Services | Development Consultancy

When | 2019

Client | Confidential



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, Sales & Marketing Advisory, International Agency

When | 2018

Client | Propriétés & Co. Vineyard & Seaview E

GEORGIA



The Luxury Collection

GREEN CAPE

Location | Batumi, Georgia

Description | A 7ha hilltop site with views over Batumi, which will comprise 40-50 branded residences, and a 120-key 5* hotel.

Services | Development Consultancy

When | 2020

Client | Confidential



Autograph

SOLOLAKI RISE

Location | Tbilisi, Georgia

Description | Development consultancy report for a 4.35ha hillside site overlooking the city of Tbilisi. The development will comprise of a 195-key 5* hotel and c.40 branded residences.

Services | Development Consultancy

When | 2020

Client | Confidential

GREECE



Brand: Confidential

PROJECT SUNRISE

Location | Athens, Greece

Description | Market research, development consultancy and brand search for a high-rise development to establish the optimal residential composition.

Services | Development Consultancy, Brand Introduction / Contract Negotiation

When | 2024, 2025-Ongoing

Client | Brook Lane Capital



Brand: Confidential

AFANTOU RHODES

Location | Rhodes, Greece

Description | Development consultancy provided for a proposed redevelopment of a beach fronting resort, with golf amenities and hotel. The project was undertaken in conjunction with Savills Greece.

Services | Development Consultancy

When | 2024-Ongoing

Client | Mitsis Group



Brand: Confidential

THE ELLINIKON PROJECT

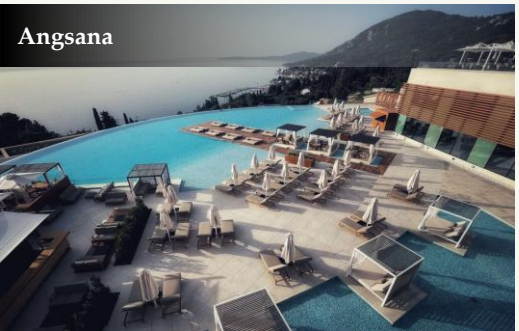
Location | Athens, Greece

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 | Development Consultancy, Financial Appraisal (Viability & Modelling)

When | 2014-2020, 2024

Client | Lamda



Angsana

ANGSANA CORFU

Location | Corfu, Greece

Description | A development comprising 199-key hotel and a residential component with 76 branded residences. Savills GRDC, in collaboration with Savills Greece, subsequently provided additional updated consultancy reports.

Services | Development Consultancy

When | 2019, 2023, 2024

Client | KLC III Hellas S.A.



Brand: Confidential

MIXED-USE TOWER (MUT) HELLINIKON

Location | Athens, Greece

Description | A development of a 5* hotel and associated branded residential units. The report provided consultancy advise in conjunction with Savills Greece.

Services | Development Consultancy

When | 2024

Client | Brook Lane Capital



Brand: Confidential

PROJECT ATHENA

Location | Athens, Greece

Description | The project included a review of a hotel management agreement and franchise agreement on behalf of Savills Greece.

Services | Operational Advisory

When | 2024

Client | Confidential



Brand: Confidential

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



Brand: Confidential

BRANDED RESIDENTIAL SCHEME, 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, Financial Appraisal (Viability & Modelling)

When | 2023

Client | Rolano Holdings



Brand: Confidential

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

When | 2022

Client | Corfu Golf Club



Brand: Confidential

ITANOS GAIA

Location | Crete, Greece

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

Services | Red Flag and Development KPI Review

When | 2022

Client | Loyalward Ltd.



Brand: Confidential

CAPE THOLOS

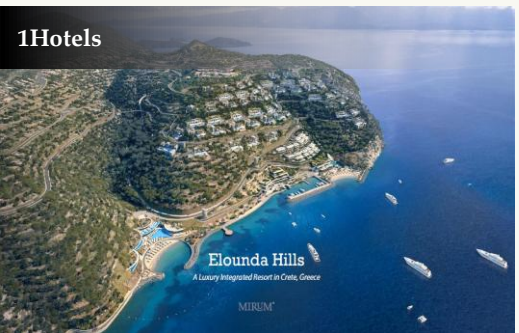
Location | Crete, Greece

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

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

When | 2019-2022

Client | Maris Hotels



1Hotels

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), Business Plan Validation, Retail Consultancy

When | 2021-2022

Client | Mirum



PROJECT INFINITY
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 | Development Consultancy, Market Intelligence
When | 2021-2022
Client | Taconic Capital Advisors UK



VARKO BAY RESORT
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, Capital Markets
When | 2019-2022
Client | RnD Investments



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, Financial Appraisal (Viability & Modelling)
When | 2019
Client | Confidential



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 | Development Consultancy, Financial Appraisal (Viability & Modelling), Sales & Marketing Advisory
When | 2013-2019
Client | TEMES SA



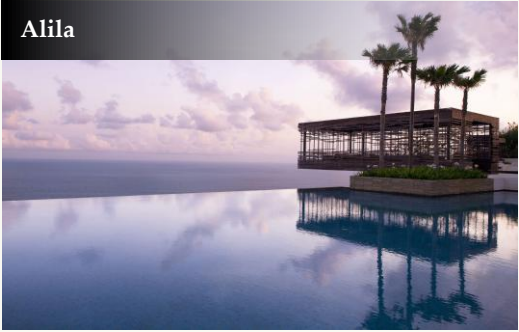
KASSIOPI RESORT
Location | Corfu, Greece
Description | A 44ha beachfront site comprising 90-key luxury hotel with spa and fitness centre, pools, F&B and other supporting facilities, in addition to 76 branded apartments, 40 branded villas, a beach club, recreational and sports facilities, and a 57-berth marina.
Services | Development Consultancy, Financial Appraisal (Viability & Modelling)
When | 2016-2018
Client | NCH Capital

INDIA



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 | Financial Appraisal (Viability & Modelling)
When | 2022
Client | VM Salgaocar Corporation Pvt Ltd.

INDONESIA



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, Sales & Marketing Advisory
When | 2011
Client | Alila Hotel Group



REGENT BALI
Location | Bali, Indonesia
Description | Savills provided consultancy on the 24 branded residential units within the wider scheme.
Services | Development Consultancy, Masterplan & Design Consultancy
When | 2010
Client | The Mayapada Group

IRELAND

Fairmont



CARLTON HOUSE

Location | Dublin , Ireland

Description | Market research and development consultancy for the proposed development of branded residences report at the existing Carton House, a Fairmont Managed Hotel.

Services | Development Consultancy

When | 2024

Client | Mullen Real Estate Capital

ITALY

Brand: Confidential



MARINA DI PISA

Location | Pisa, Italy

Description | Development consultancy and strategic masterplan advise for a mixed-use marina scheme. The scheme will comprise a luxury hotel, branded and non-branded residential, luxury retail, and F&B provision.

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

When | 2018, 2020, 2024-2025

Client | Gryphon Capital/ Marina Development Corporation Srl

Brand: Confidential



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

When | 2019, 2024

Client | Omnam Group

Six Senses



HOMEOWNERS ASSOCIATION BUDGET, UMBRIA

Location | Umbria, Italy

Description | Redevelopment scheme providing a luxury hotel, private villas and residences, a wellness centre and golf course. The report advised on a first-year homeowners association budget for the homeowners association.

Services | Operational Advisory

When | 2024

Client | Confidential

Brand: Confidential



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, Market Intelligence

When | 2022

Client | Omnam / Bain Capital

Brand: Confidential



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, Masterplan & Design Consultancy, Market Intelligence

When | 2022

Client | Tenuta di Castelfalfi SPA

Six Senses



SIX SENSES ANTOGNOLLA

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, Masterplan & Design Consultancy, Sales & Marketing Advisory

When | 2019-2021

Client | VIY Management

Brand: Confidential



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, Sales & Marketing Advisory

When | 2020

Client | Namira SGRpA Fondo BDF



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 | Development Consultancy
When | 2019
Client | Oaktree 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



Brand: Confidential

BRANDED RESIDENTIAL SCHEME, TOKYO
Location | Shinagawa, Japan
Description | Development consultancy provided to evaluate the residential potential of a large-scale urban regeneration project in Tokyo.
Services | Development Consultancy
When | 2025-Ongoing
Client | Confidential



Brand: Confidential

BRANDED RESIDENTIAL TOWER, TOKYO
Location | Tokyo, Japan
Description | Market evaluation and feasibility study for a proposed ultra-luxury mixed-use project in Japan.
Services | Development Consultancy
When | 2024
Client | Confidential



Marriott International

MARRIOTT MARKET INTELLIGENCE REPORT, JAPAN
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 | Market Intelligence
When | 2023
Client | Marriott International



Brand: Confidential

MARKET INTELLIGENCE REPORT, TOKYO AND KYOTO
Location | Tokyo and Kyoto, Japan
Description | Market research and the production of a market intelligence report for both Tokyo and Kyoto within the Japanese residential market to establish demand for branded residences.
Services | Market Intelligence
When | 2022
Client | Confidential

KAZAKHSTAN



St. Regis

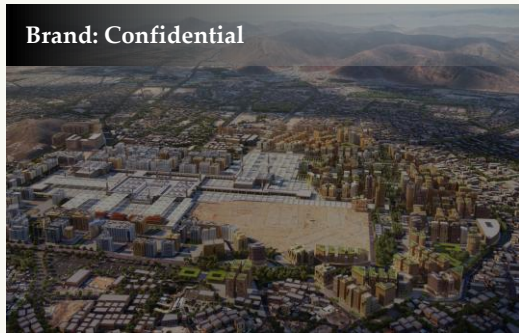
ST REGIS ASTANA
Location | Astana, Kazakhstan
Description | A 120-key St. Regis hotel and 50 branded residential units, in addition to associated retail and F&B facilities.
Services | Development Consultancy, Masterplan & Design Consultancy
When | 2014
Client | MG Development LLP

KINGDOM OF SAUDI ARABIA



Brand: Confidential

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 | Global UHNWI Demand Study and Luxury and Branded Residential Benchmarking exercise
When | 2021-Ongoing
Client | Public Investment Fund



Brand: Confidential

RUA AL MADINAH

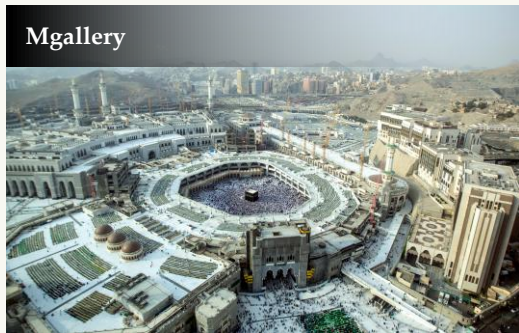
Location | Madinah, Kingdom of Saudi Arabia

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

MARKET INTELLIGENCE REPORT AND BRAND PREMIUM STUDY, MAKKAH

Location | Makkah, Kingdom of Saudi Arabia

Description | Market analysis reporting on the brand premiums currently achieved in the market, alongside a market assessment for branded residences. Savills provided information on the account ownership structures, for a project with 24,700 sq m of GBA.

Services | Brand Premium Studies, Market Intelligence

When | 2022-2023

Client | Alesayi



Brand: Confidential

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, Sales & Marketing Advisory, Buyer's Guide

When | 2019-2020

Client | Public Investment Fund

MALTA



Brand: Confidential

MANOEL ISLAND

Location | Valetta, Malta

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

Services | Development Consultancy

When | 2017

Client | Midi Plc

MAURITIUS



LUX*

LUX* GRAND BAIE

Location | Grand Baie, Mauritius

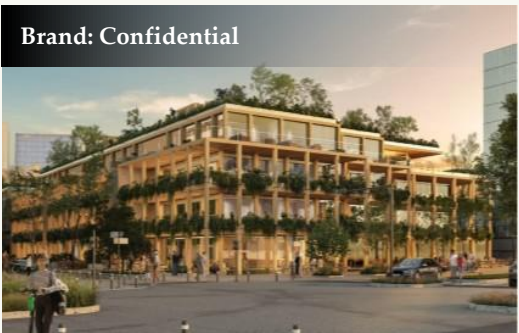
Description | A 4ha beachfront site on the island of Mauritius, including a 5* hotel comprising 86 suites and 34 branded residences, in addition to associated retail, leisure, and F&B provision.

Services | Development Consultancy, Capital Markets

When | 2019

Client | LUX* Island Resorts Ltd.

MEXICO



Brand: Confidential

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, Brand Introduction / Contract Negotiation

When | 2022

Client | Mira



Brand: Confidential

CUATRO CUATROS RESORT

Location | Ensenada, Mexico

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

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

When | 2015-2016

Client | Cuatrocuatros SA

MONACO



Brand: Confidential

MARKET INTELLIGENCE REPORT, MONTE CARLO

Location | Monte Carlo, Monaco

Description | Market study across the luxury rental market in Monte Carlo to advise on the competitiveness of an existing hotel scheme, to maximize revenue.

Services | Development Consultancy

When | 2025

Client | Confidential

MONTENEGRO



Brand: Confidential

BRANDED RESIDENTIAL RESORT, BUDVA

Location| Budva, Montenegro

Description| Development consultancy advise including masterplan review for a hotel, associated branded residences and touristic residences for a proposed resort on the Montenegrin coast.

Services| Development Consultancy

When| 2024

Client| Confidential



Brand: Confidential

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| Development Consultancy

When| 2023, 2024

Client| Falcon Estate



Regent, Synchro

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, Market Intelligence, Sales & Marketing Advisory, Valuation

When| 2007-2023

Client| Adriatic Marinas / Peter Munk



Brand: Confidential

BIGOVA BAY

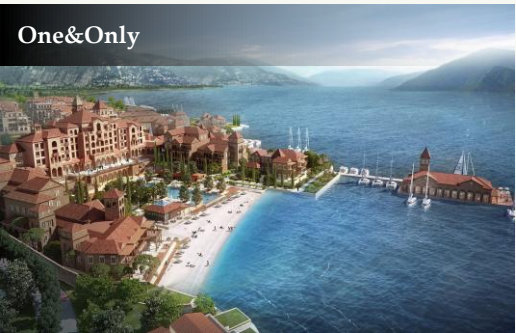
Location| Bigova, Montenegro

Description| A mixed-use resort project, including a 200-key hotel and 300 residential units, in addition to leisure and retail areas. Savill later provided acquisition due diligence support and commentary, focusing on the residential and hospitality components.

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

When| 2008-2022, 2024

Client| Confidential



One&Only

PORTONОВI

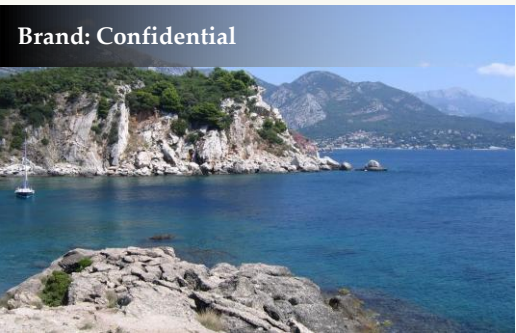
Location| Herceg Novi, Montenegro

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

When| 2013, 2021, 2022

Client| Azmont / SOCAR / Absheron Hotel Group



Brand: Confidential

MALJEVIK BAY

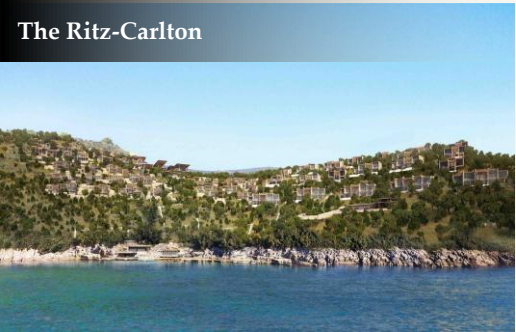
Location| Maljevik, Montenegro

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| Development Consultancy

When| 2021

Client| Mercury Group Trading Limited



The Ritz-Carlton

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

When| 2017-2020

Client| Northstar d.o.o.



Chedi

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

When| 2010-2019

Client| Orascom



PLAVI HORIZONTI

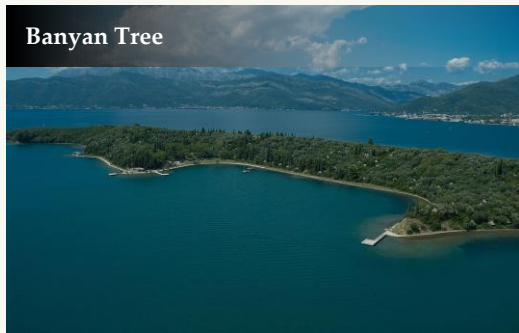
Location | Lustica, Montenegro

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 | Development Consultancy

When | 2011-2019

Client | Qatari Diar



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, Sales & Marketing Advisory

When | 2007-2015

Client | Metropol Development



SAFIRO RESORT

Location | Budva, Montenegro

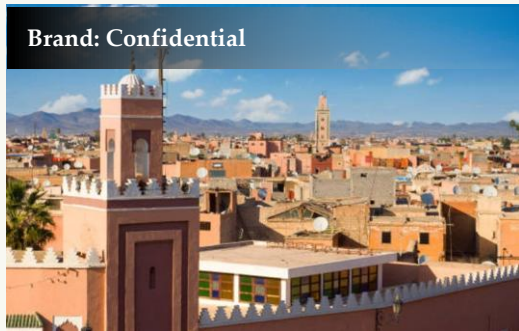
Description | A substantial mixed-use development comprising a 200-key hotel, spa and 180 residential units alongside swimming pools, a restaurant and bar, casino, car parking and access to the beach.

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

When | 2010-2013

Client | Future Capital Partners

MOROCCO



BRANDED RESIDENTIAL RESORT, MARRAKECH

Location | Marrakech, Morocco

Description | Savills provided development consultancy advise in relation to the development of a 172ha resort comprising residential (branded and non-branded), multiple hotels, and community amenities.

Services | Development Consultancy

When | 2025-Ongoing

Client | Confidential



BRANDED RESIDENTIAL SCHEME, MARRAKECH

Location | Marrakech, Morocco

Description | A development of a branded mixed-use scheme in Marrakech which looks to provide a 94-key hotel, and 29 branded villas. The report provided market research and consultancy advice.

Services | Development Consultancy

When | 2024

Client | Confidential



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 | Development Consultancy, Brand Introduction / Contract Negotiation

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 | Development Consultancy

When | 2023

Client | Arena Property

PORTUGAL



COMPORTA RESORT

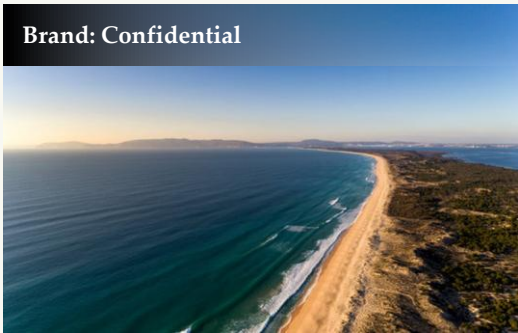
Location | Comporta, Portugal

Description | Savills provided development consultancy advise in relation to the residential development of a rural resort in Comporta.

Services | Development Consultancy

When | 2025-Ongoing

Client | Confidential



HOMEOWNERS ASSOCIATION BUDGET, COMPORTA

Location | Comporta, Portugal
Description | A report consisting of a first-year homeowners association budget for branded residential component of a development in Portugal.
Services | Operational Advisory
When | 2024-Ongoing
Client | Confidential



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, 2024
Client | Vanguard / Amazing Revolution



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
When | 2023
Client | HIP-Hotel Investment Partners



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 | Development Consultancy
When | 2022
Client | Norfin



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 | Development Consultancy
When | 2022, Ongoing
Client | Vilamoura Lusort S.A.



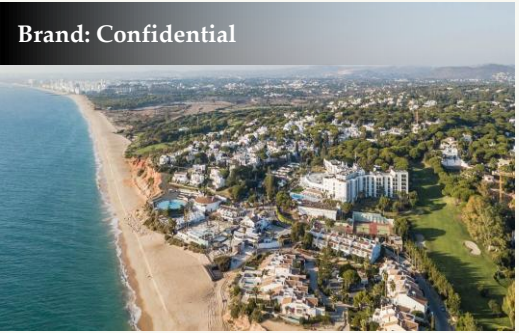
PROJECT MAAR

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 | Brand Introduction / Contract Negotiation
When | 2021
Client | Stone Capital



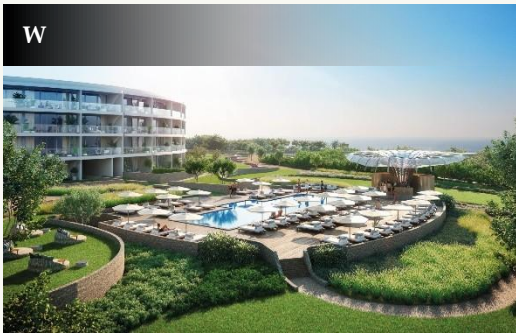
ENTRECAMPOS

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, Financial Appraisal (Viability & Modelling)
When | 2020
Client | Fidelidade / Fosun



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, Masterplan & Design Consultancy, Market Intelligence
When | 2018-2020
Client | ECS



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, Sales & Marketing Advisory, International Agency
When | 2017
Client | Nozul Algarve S.A.

ROMANIA



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



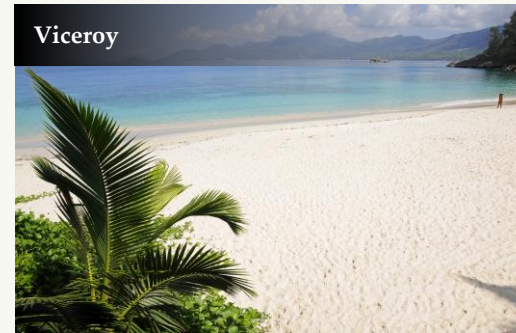
MORSKOI FACAD
Location | St. Petersburg, Russia
Description | An 84ha site of reclaimed land attached to St. Petersburg with proposed mixed-use redevelopment of 1,500,000 sq m, consisting of residential accommodation, office space and hotel uses.
Services | Development Consultancy
When | 2008-2009
Client | PIK Severo-Zapad

SERBIA



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 | Market Intelligence, Land Valuation
When | 2019
Client | Eagle Hills

SEYCHELLES



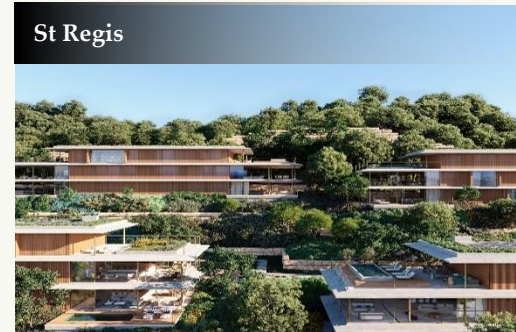
ANSE LA MOUCHE
Location | Mahe, Seychelles
Description | An 84ha beachfront site on the island of Mahé, including a 5* hotel, 71 branded residences, and 221 further residential units, in addition to associated retail, leisure, and F&B accommodation.
Services | Development Consultancy, Financial Appraisal (Viability & Modelling)
When | 2019
Client | The Royal Group

SOUTH AFRICA

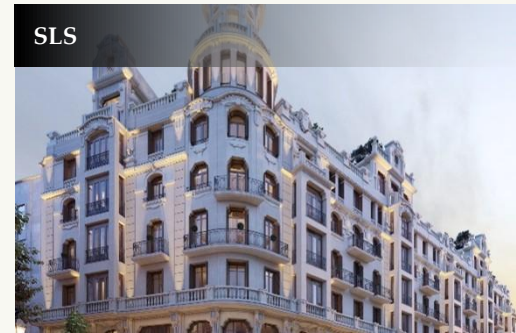


MAMA SHELTER
Location | Cape Town, South Africa
Description | A 0.45ha site in Cape Town with permission to develop residential, hotel and commercial uses, representing the first dedicated branded residential scheme in Sub-Saharan Africa.
Services | Development Consultancy, Sales & Marketing Advisory
When | 2023, 2024
Client | Kasada Capital

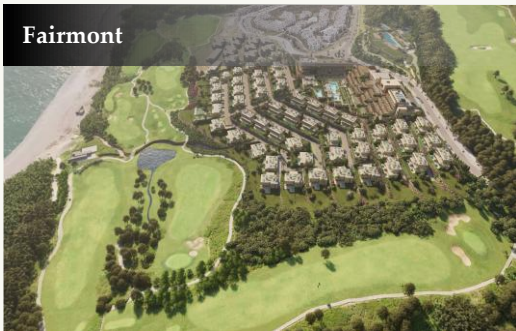
SPAIN



ST REGIS THE RESIDENCES
Location | Casares, Spain
Description | The St. Regis Residences, Casares offers 46 standalone residences in the exclusive area of Finca Cortesin, Costa del Sol, with stunning Mediterranean views and luxury amenities.
Services | International Agency
When | 2024-Ongoing
Client | 0



INFANTAS 40
Location | Madrid , Spain
Description | A site located in Madrid's oldest and most historical neighbourhood, now offering 33 branded residences in the heart of Madrid with an extensive range of luxury amenities.
Services | Development Consultancy, Brand Introduction / Contract Negotiation
When | 2022, 2024-Ongoing
Client | Persepolis Investments



FAIRMONT LA HACIENDA

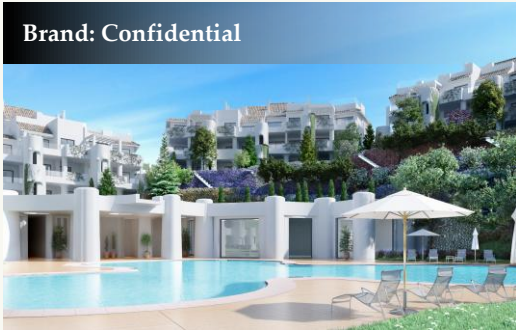
Location | Costa del Sol, Spain

Description | A project consisting of a Fairmont Hotel and 47 branded villa residences on a golf and sea-fronting plot. The instruction involved an assessment of local market developments and an understanding of rental management programmes.

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

When | 2024

Client | Millenium Hotels Real Estate



LA RESERVA DE ALCUZCUZ

Location | Costa del Sol, Spain

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

Services | Development Consultancy, Financial Appraisal (Viability & Modelling), Masterplan & Design Consultancy, Brand Introduction / Contract Negotiation

When | 2019, 2023, 2024

Client | Kroniaco Management Ltd



CORRALEJO RESORT

Location | Fuerteventura, Spain

Description | Market research and development consultancy for branded residence connected to a proposed expansion of an existing hotel in Fuerteventura. The report provided advise in relation to the optimum number of units, pricing and sizing.

Services | Development Consultancy

When | 2024

Client | HIP-Hotel Investment Partners



PADILLA 32

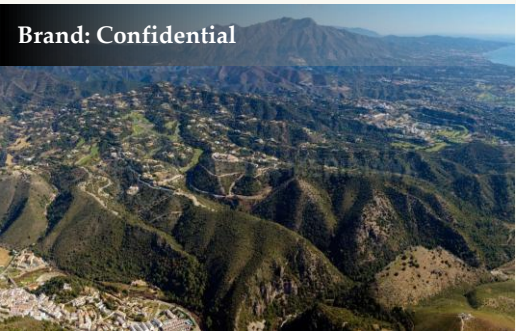
Location | Madrid, Spain

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



LA HACIENDA, BENAHAVIS

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, Capital Markets

When | 2022

Client | Savills Madrid



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, Brand Introduction / Contract Negotiation

When | 2022

Client | Persepolis Investments



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 forecasted buyer profiles, residential unit types, mix, sizing, pricing, anticipated sales velocities.

Services | Development Consultancy

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, Financial Appraisal (Viability & Modelling)

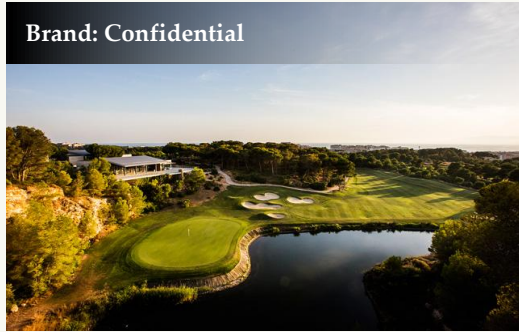
When | 2022

Client | HIP-Hotel Investment Partners



Fendi

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 | Development Consultancy
When | 2021
Client | Confidential



Brand: Confidential

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. Savills provided a branded residential benchmarking study and market research piece for the hotel market across Spain and Portugal.
Services | Market Intelligence
When | 2021
Client | Confidential



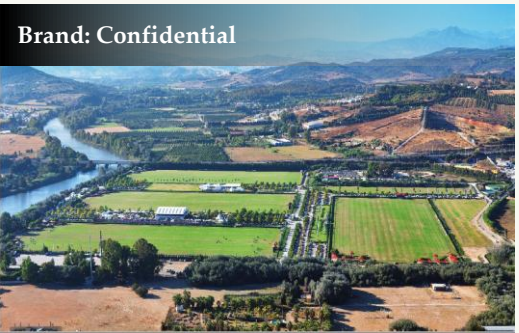
W

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 | Development Consultancy, Masterplan & Design Consultancy, Sales & Marketing Advisory
When | 2019-2020
Client | Sunrich Limited



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
When | 2017-2019
Client | Confidential/ Platinum Estates



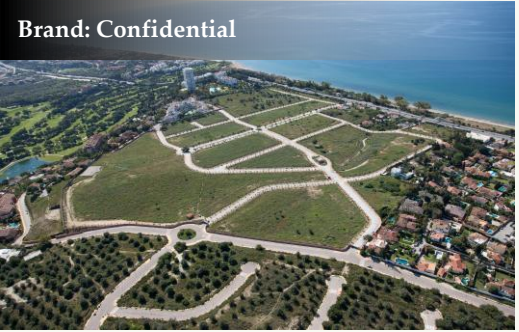
Brand: Confidential

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 | Development Consultancy
When | 2017, 2019
Client | Cedar Capital & Round Hill Capital



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 | Development Consultancy
When | 2017
Client | Confidential



Brand: Confidential

PROJECT RIO REAL
Location | Marbella, Spain
Description | A project for a mixed-use branded resort comprising a hotel, residential units and auxiliary facilities.
Services | Development Consultancy
When | 2016-2017
Client | Confidential



Mandarin Oriental

MANDARIN ORIENTAL BARCELONA
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, Sales & Marketing Advisory, International Agency
When | 2015-2016
Client | KKH

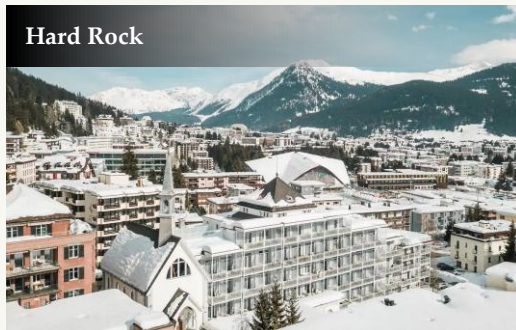


BANYAN TREE COSTA DEL SOL
Location | Costa del Sol, Spain
Description | A hotel and branded residences project comprising 127 units and a 180-key hotel with restaurants, spa and MICE facilities.
Services | Development Consultancy, Masterplan & Design Consultancy, Retained Consultancy Services
When |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

SWITZERLAND



BRANDED RESIDENTIAL SCHEME, ZERMATT
Location | Zermatt, Switzerland
Description | Recommendations provided for a luxury branded ski residences in Zermatt, regarding pricing and payment structures in comparison to other luxury ski developments across the Alps.
Services | Development Consultancy
When | 2021
Client | Confidential



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

THAILAND



MARKET INTELLIGENCE REPORT, BANGKOK
Location | Bangkok, Thailand
Description | A market research report providing an overview of the existing luxury branded and non-branded residential market in Bangkok.
Services | Market Intelligence
When | 2024
Client | Accor

THE BAHAMAS



BRAND CONTRACT NEGOTIATION, THE BAHAMAS
Location | South of Abaco, The Bahamas
Description | Contract negotiations for 100 residences located on a large scale marina development.
Services | Brand Introduction / Contract Negotiation
When | 2024-Ongoing
Client | Confidential

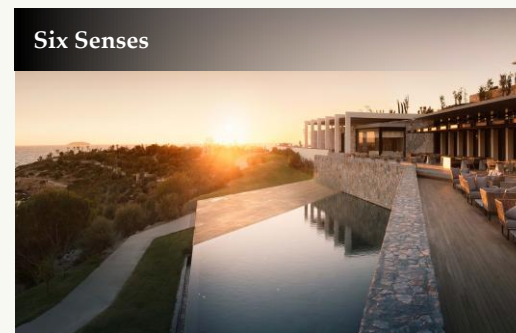


MELIA SITE BAHA MAR
Location | Nassau, The Bahamas
Description | A redevelopment project for a c.6.5ha beachfront land plot. The exiting hotel is a 600-key hospitality hub with no residential accommodation.
Services | Development Consultancy, Market Intelligence
When | 2022
Client | CTF

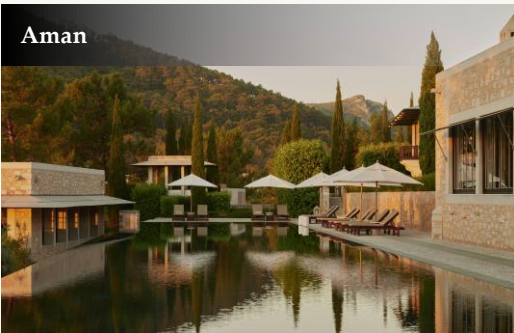
TURKEY



EXCLUSIVE KAPLANKAYA
Location | Bodrum, Turkey
Description | Brand search and negotiation for a development comprising of 66 luxury villas in Kaplankaya.
Services | Brand Introduction / Contract Negotiation
When | 2024
Client | Exclusive Yapı A.Ş.



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



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, 2022
Client | BLG Capital

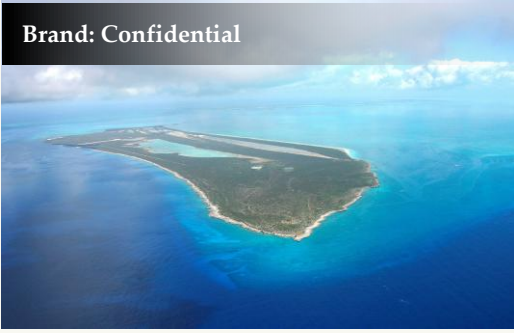


MANDARIN ORIENTAL BODRUM
Location | Bodrum, Turkey
Description | A project consisting of the Mandarin Oriental hotel and branded residences comprising 98 villas and 116 apartments alongside the hotel and spa.
Services | Sales & Marketing Advisory
When | 2013-2014
Client | Astas

TURKS AND CAICOS



BRANDED RESIDENTIAL RESORT, TURKS AND CAICOS
Location | Turks and Caicos
Description | A residential and hotel market feasibility study to establish the potential market positioning of a proposed resort.
Services | Development Consultancy
When | 2024-2025
Client | Confidential



BRANDED RESIDENTIAL RESORT, 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



BRANDED RESIDENTIAL SCHEME, TURKS AND CAICOS
Location | Turks and Caicos Islands, Turks and Caicos Islands
Description | Market research & development consultancy provided relating to the proposed luxury branded residences in Turks and Caicos.
Services | Development Consultancy
When | 2025
Client | Confidential

UNITED ARAB EMIRATES



BRAND/OPERATOR SEARCH, DUBAI
Location | Abu Dhabi, United Arab Emirates
Description | Contract negotiation between the client and operators, for the development of branded residences in a prime location in Abu Dhabi.
Services | Brand Introduction / Contract Negotiation
When | 2024-Ongoing
Client | Confidential



ACCOR MARKET INTELLIGENCE REPORT, DUBAI
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 Intelligence
When | 2022
Client | Accor

UNITED KINGDOM



BRANDED RESIDENTIAL ESTATE, HAMPSHIRE
Location | Basingstoke, United Kingdom
Description | A report providing market research and development advice in relation to the redevelopment of private estate into an ultra-luxury hotel and residences.
Services | Development Consultancy
When | 2024
Client | Confidential



Brand: Confidential

BRANDED RESIDENTIAL SCHEME, KNIGHTSBRIDGE

Location | Knightsbridge , United Kingdom

Description | Market research and development consultancy on behalf of a ultra-luxury hotel brand who are looking to develop a co-located scheme of branded residences with an existing hotel.

Services | Development Consultancy

When | 2024

Client | Confidential



Brand: Confidential

MAYFAIR CLUB

Location | London, United Kingdom

Description | Provision of a high-level assessment of the viability of branded residences within a potential development in Mayfair, in order to inform on decision-making regarding the optimal use class of the asset.

Services | Development Consultancy

When | 2024

Client | Cedar Capital



Brand: Confidential

CANADA WATER

Location | London , United Kingdom

Description | Benchmarking and market research report for the regeneration of a 53 acre mixed use masterplan to include a number of branded residences.

Services | Development Consultancy

When | 2024

Client | British Land



W

W MANCHESTER

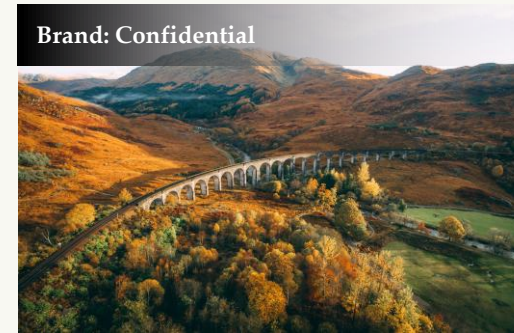
Location | Manchester, United Kingdom

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 | 2023-2024

Client | Relentless Developments



Brand: Confidential

INVERCAULD ARMS

Location | Scottish Highlands, United Kingdom

Description | A feasibility study conducted for the development of branded residences on a site in the highlands. The report looked to optimise the product to meet the requirements of the existing planning framework.

Services | Development Consultancy

When | 2024

Client | Artfarm



Brand: Confidential

LONDON GOLF CLUB

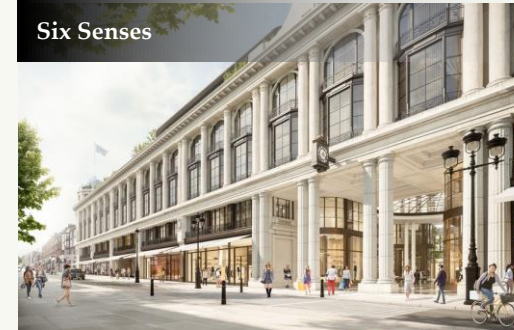
Location | London, United Kingdom

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 Intelligence

When | 2023

Client | Morningstar Hospitality



Six Senses

SIX SENSES WHITELEYS

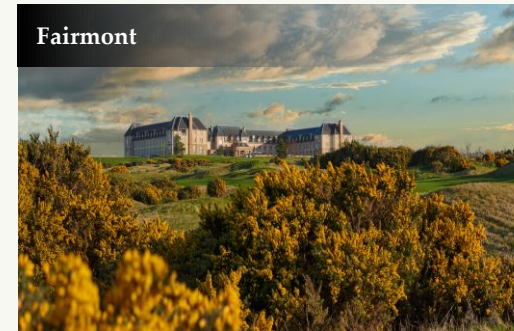
Location | London, United Kingdom

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 | Operational Advisory

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 BRAND PREMIUM STUDY
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



20 GROSVENOR SQUARE, FOUR SEASONS RESIDENCES
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

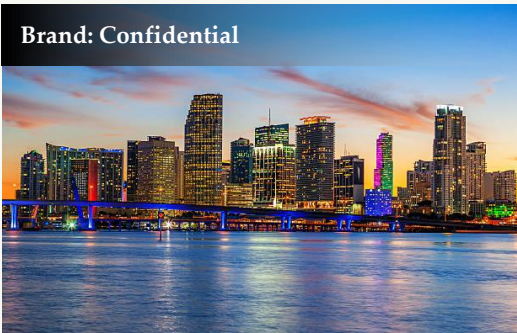


THE CORINTHIA
Location | London, United Kingdom
Description | A project consisting of a 294-key hotel, 12 branded residential units with associated restaurants, bar, spa, swimming pool and other facilities.
Services | International Agency
When | 2015
Client | Confidential

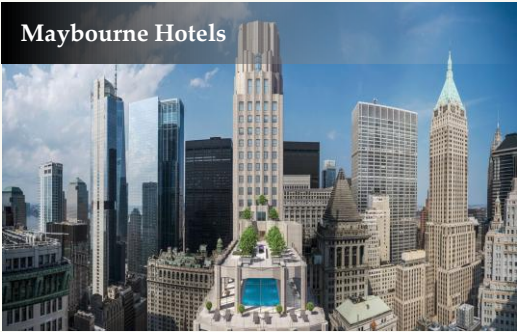
UNITED STATES OF AMERICA



LUXURY BRAND SEARCH, CHICAGO
Location | Chicago , USA
Description | Brand search and negotiations in relation to a residential tower development in Chicago.
Services | Brand Introduction / Contract Negotiation
When | 2024-Ongoing
Client | Confidential



BRANDED RESIDENTIAL TOWER, MIAMI
Location | Miami , USA
Description | Market research and development consultancy for ultra-luxury mixed-use tower development in Miami. The development looks to provide 31 units within a high-profile district of Miami.
Services | Development Consultancy
When | 2024
Client | Confidential



ONE WALL STREET
Location | New York, USA
Description | A development consisting of 566 residential apartments with 30 branded residences located on floors 40+ at One Wall Street.
Services | Development Consultancy
When | 2022
Client | Dilmon Services (UK) Ltd

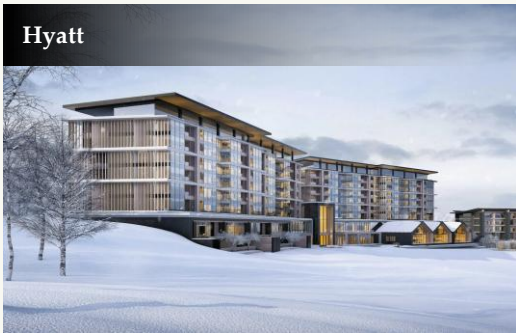
GLOBAL



ACCOR MARKET INTELLIGENCE REPORT, VARIOUS LOCATIONS
Location | Global: Middle East and Africa
Description | Market intelligence report on behalf of Accor reviewing the brands global presence and market share.
Services | Market Intelligence
When | 2024
Client | Accor



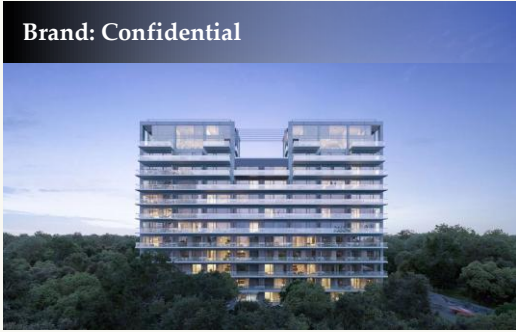
ACCOR BRAND PREMIUM STUDY
Location | Global: Australia, London, UAE, USA
Description | Report to establish the brand premium achieved at a number of branded residential developments across the globe, in addition to research on the drivers of value premiums and areas of priority for future developments.
Services | Brand Premium Studies
When | 2024
Client | Accor



HYATT MARKET INTELLIGENCE REPORT, VARIOUS LOCATIONS
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 Intelligence
When | 2023
Client | Hyatt Hotels



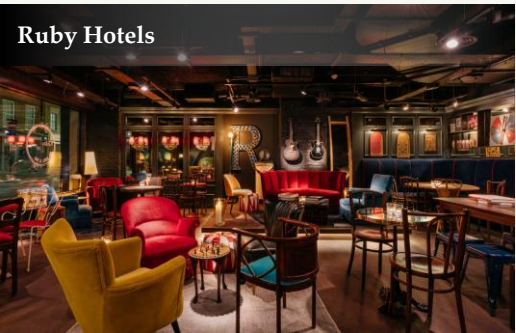
KERZNER MARKET INTELLIGENCE REPORT, VARIOUS LOCATIONS
Location | Various Locations, Global
Description | A market intelligence report covering global presence, typical commercial structure, competitors, typical value proposition, etc. In addition, two global brand premium studies for ultra luxury & luxury segments, and upper-upscale & upscale segments.
Services | Brand Premium Studies, Market Intelligence
When | 2022-2023
Client | Kerzner International



CERTION BRANDED RESIDENTIAL ADVISORY
Location | Various Locations, 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 | Operational Advisory
When | 2022
Client | Certion Property Developers S.R.L.



RALPH LAUREN BRANDED RESIDENTIAL ADVISORY
Location | Various Locations, Global
Description | Provided strategic branded residential development advisory to identify global buyer pools and target geographies.
Services | Operational Advisory
When | 2022
Client | Ralph Lauren



RUBY HOTELS MARKET INTELLIGENCE REPORT, VARIOUS LOCATIONS
Location | Various Locations, Global
Description | An intelligence report undertaken to outline the branded residential sector and its typical operation across multiple locations worldwide.
Services | Market Intelligence
When | 2022
Client | Ruby Hotels



FOUR SEASONS MARKET INTELLIGENCE REPORT, VARIOUS LOCATIONS
Location | Global: Paris, Milan, and Rome
Description | A market intelligence report analysing market trends in Rome, Milan and Paris for a potential Four Seasons development. The key legal and planning constraints were considered, plus HNW neighbourhoods, pricing, transactional volumes and buyer profiles.
Services | Market Intelligence
When | 2022
Client | Four Seasons



ROSEWOOD MARKET INTELLIGENCE REPORT, VARIOUS LOCATIONS
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 | Market Intelligence
When | 2022
Client | Rosewood Hotels



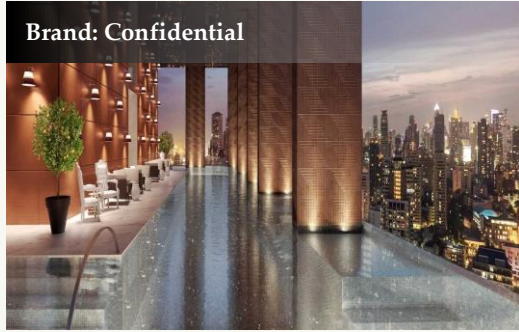
MARRIOTT BRAND PREMIUM STUDY
Location | Various Locations, Global
Description | A report to establish the pricing premium achieved within Marriott International branded residential developments over non-branded competitive supply, across multiple Global markets.
Services | Brand Premium Studies
When | 2018-2021
Client | Marriott International



FOUR SEASONS, 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 | Market Intelligence
When | 2021
Client | Georgetown 29K Acquisition, LLC



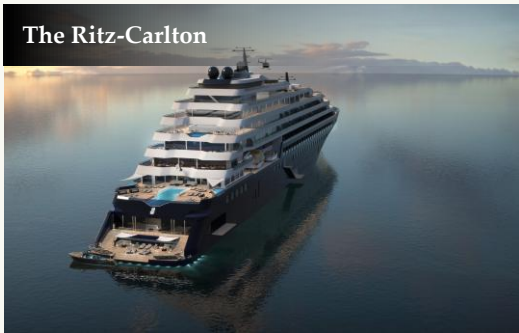
PROJECT ESTATING
Location | Global: USA, London, Istanbul, Dubai, Thailand, Manila
Description | A market intelligence report focusing on the global branded residential sector.
Services | Market Intelligence
When | 2021
Client | Estating



PROJECT BRANDS ID
Location | Various Locations, Global
Description | A non-hotelier branded market intelligence report analysing achievable premiums in a selection of destinations located across the world.
Services | Market Intelligence
When | 2020
Client | Brands ID Capital



HYATT BRAND PREMIUM STUDY
Location | Various Locations, Global
Description | A report to analyse the pricing premium achieved across three selected Hyatt projects, over non-branded competitive supply, across multiple APAC and the Americas.
Services | Brand Premium Studies
When | 2019
Client | Hyatt Hotels

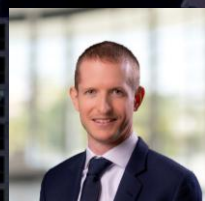


RITZ CARLTON YACHT COLLECTION
Location | Global
Description | A project on behalf of The Ritz-Carlton Yacht Collection for the potential branding of 120 residences in addition to a range of luxury facilities, F&B offerings and services.
Services | Development Consultancy, International Residential Market Study, Study of Residential Vessel Market
When | 2019
Client | The Ritz-Carlton Yacht Collections

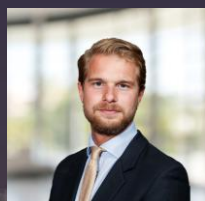
The Team



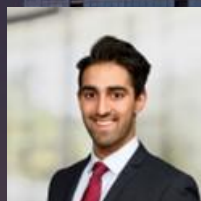
Consultancy



Rico Picononi
Director



Louis Keighley
MRICS
Director



Jacques Sharam
Associate Director



William Hudson
MRICS
Associate



Rosie Tucker
MRICS
Surveyor



Jasmine Hopkins
MRICS
Surveyor



Olivia Weston
PA / Team Assistant



Andrew Hawkins
Director



Tom Bryant
Director



Niki Riley
PR Director



Henry Collins
Associate Director



Hud Anwar
Associate



**Maria Santurio
Corrales, Sales
Negotiator**



Adrienne Li
Senior Marketing
Manager



Joanna Baker
Marketing Manager



Ilze Barnes
PA / Team Assistant

“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

Contact Details, Social Media & Other Publications



[Website](#)



[LinkedIn](#)



Image: The Alila Villas Uluwatu, Bali