

Branded Residences

SAVILLS INTERNATIONAL DEVELOPMENT CONSULTANCY



savills



Branded Residences

The award-winning Savills International Development Consultancy (IDC) provides market-driven consultancy to developers, investors and brands within the branded residential sector around the world.

Savills IDC has a proven track record of advising a range of clients including developers, investors, and operators/brands on the optimisation of their developments. This is achievable due to the experience, network and proprietary data that Savills IDC can bring to the project.

The Savills IDC philosophy is centered around adding value for our clients and reducing their development risk, by providing market-led consultancy advice to ensure the product is designed with the end-user requirements (product, design and pricing points) in mind, which will ensure optimum sales absorption rates.

We provide unrivalled insight into the Branded Residential sector through our market-leading knowledge and database, ensuring schemes are fully market-driven through extensive development consultancy.

IDC observe and quantify brand price premiums by means of our bespoke methodology, and we introduce operators and brands to opportunities around the world. These tried and tested services aid our clients in optimising their development and operational strategies, ensuring competitiveness within this rapidly expanding marketplace.



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The International Property Awards are open to residential and commercial property professionals from around the globe. They celebrate the highest levels of achievement by companies operating in all sectors of the property and real estate industry. An International Property Award is a world-renowned mark of excellence.

Savills International Development Consultancy were in December 2020 awarded the [Best Property Agency / Consultancy London 2020-2021](#) category along with a prestigious five-star distinction in the International Property Awards and have subsequently been nominated for the UK and Global award categories.

The award recognises the team's exceptional levels of expertise, services offered, thought leadership, as well the range and depth of clientele in diverse markets around the world.

THE BRANDED WORLD

SAVILLS INTERNATIONAL DEVELOPMENT CONSULTANCY

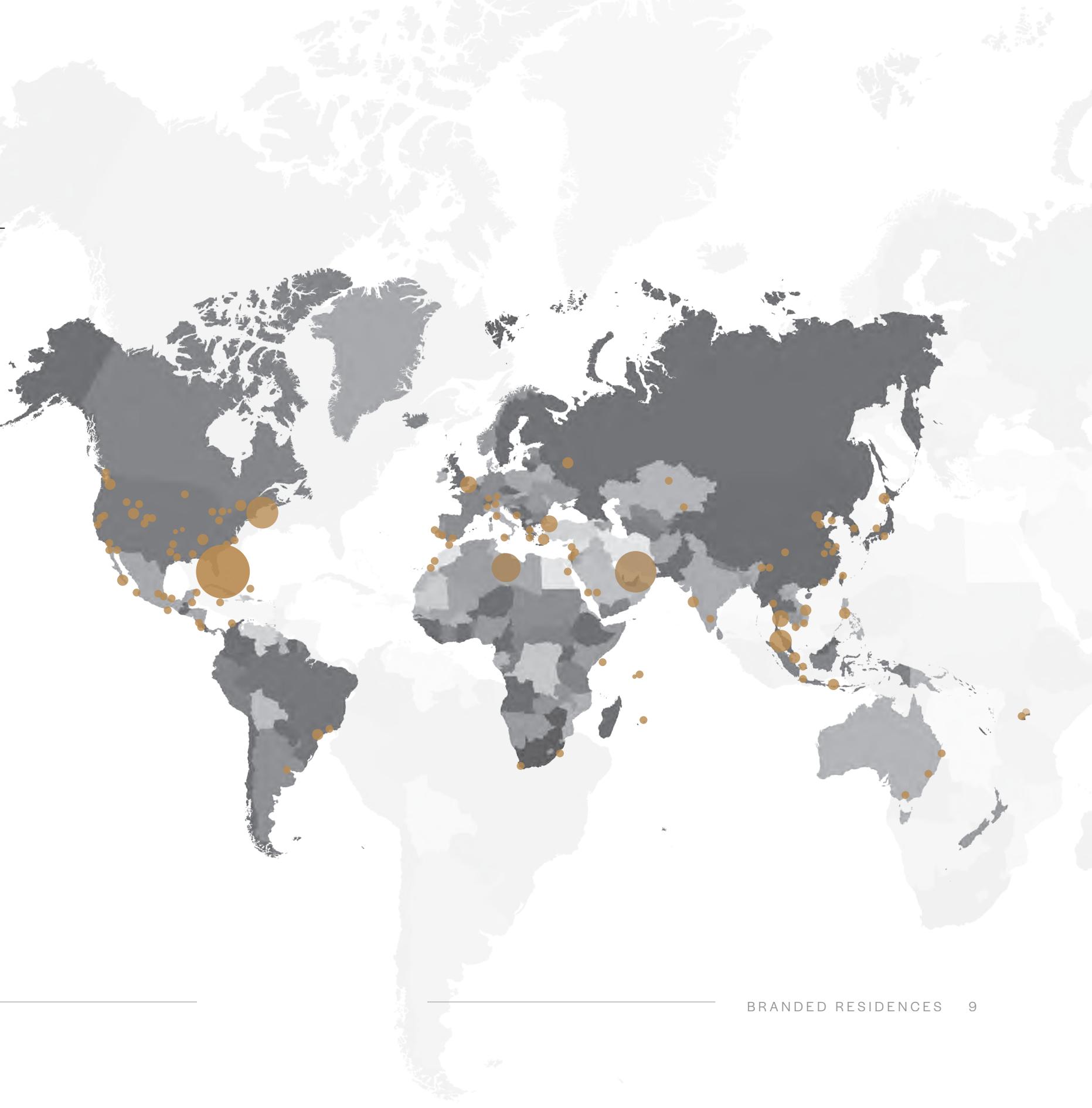
Global Overview

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

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

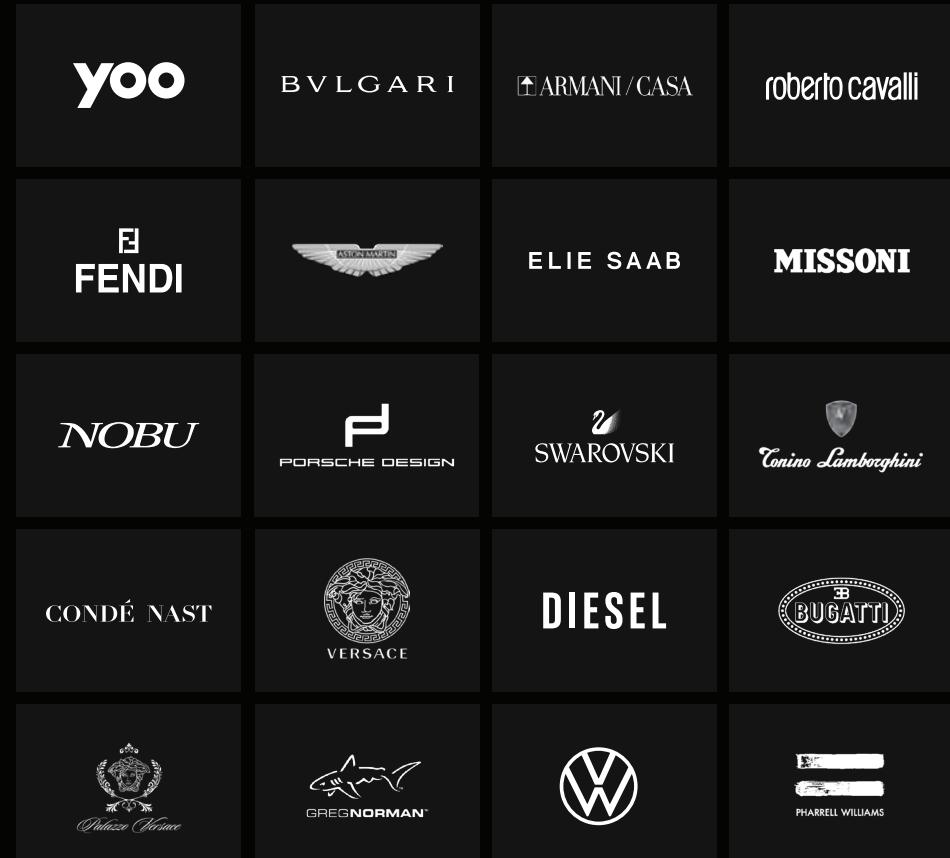
Historically focused in North America, the region was home to over half of all schemes until 2015 and still accounts for 40% of completed schemes. The pipeline demonstrates that brands are continuing to diversify geographically, particularly driven by growth in Asia Pacific.

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



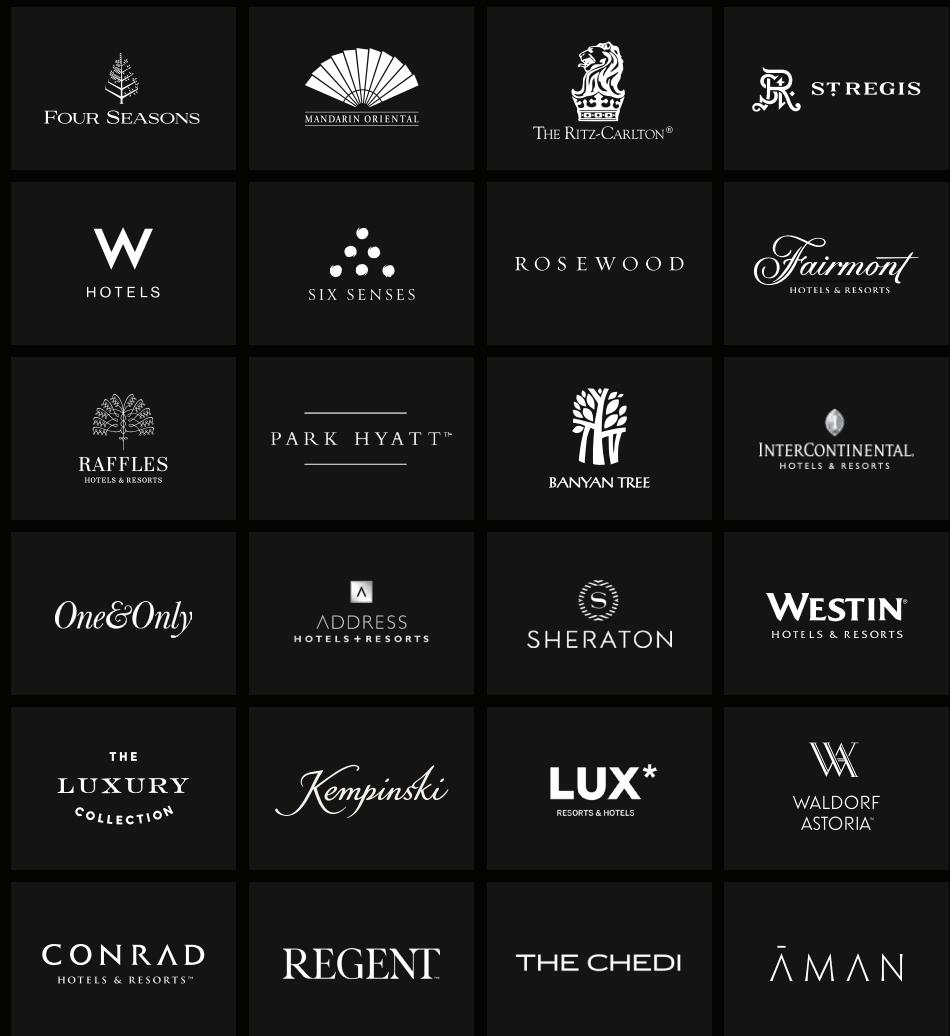
Expanding Market

Lifestyle & Fashion



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

Hospitality



SERVICE LINES

SAVILLS INTERNATIONAL DEVELOPMENT CONSULTANCY

Feasibility Studies

On behalf of investors, developers, and brands, Savills IDC undertake Feasibility Studies in order to de-risk and add value to projects around the world. At the heart of these studies lie market research and data-driven development recommendations.

Market Research

Local, Regional and International market overviews working with a network of our own offices and sales team around the world.

Detailed case studies of key identified comparable and competing schemes' unit mixes, sizing, pricing, absorption rates, and purchaser profiles.

Implications for the project.

Site & Masterplan Review

Thorough review of the project site and masterplan.

Comprehensive SWOT analysis.

The review is essential in determining the potential and suitability of the site for branded residences, as well as the achievable price points and absorption rates.

Development Consultancy

Advice on the highest and best use development scenario ensuring the scheme is truly market-driven by always having the end-buyers/users in mind.

We can provide recommendations on all aspects of the development including residential mix, sizing, and pricing, facilities, services, layout, and aspect/view premiums. IDC can also forecast purchaser profiles, absorption rates and agency fees required to achieve these sales velocities.

Financial Feasibility

In order to assess the project's viability, we can produce a detailed Discounted Cash Flow including Key Performance Indicators as requested, including Residual Land Value, IRR, Equity Multiple, Return on Investment and Net Present Value, amongst others.

We are experienced in single or multiple asset and phase appraisals, also incorporating bespoke or market finance and debt structures based upon specific requirements.

Market Intelligence

The branded residential market has expanded at an amazing 198% over the past 10 years. Therefore, expansion plans and strategic decisions, based around the competitive set of existing and pipeline developments in a given region, must be informed by up-to-date market knowledge and forecasting.

Market-Leading Branded Residential Database

Savills IDC track all branded residential projects globally, by region, or by city, including number of units and size of corresponding hotel.

This can be broken down in many ways - by parent company, by brand, number of units, number of schemes - completed and/or pipeline, hotel vs. non-hotel etc.

Market Leading Branded Residential Case Study Library

Detailed case studies of competing developments within a given location or by specific competitor.

Identification of key development characteristics, sales pricing, absorption rates, and significant successes and weaknesses.

Rental Programme Structures & Analysis

Overview of rental programs – overview of structures, guaranteed yields, usage restrictions, FF&E reserves etc.

License, Management & HOA Fees

Overview of brand license, management and HOA fees - Non-confidential ranges.

Overview of benefits and structures (marketing resources/ sales database access etc.) provided to developers - Non-confidential data.

Opportunity Sourcing, Sales & Capital Markets

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

Introduction to New Developments

Our global database of schemes and developers, in addition to our worldwide coverage, enables us to 'join the dots' in the development process.

Operator Search & Negotiation

This process looks to solicit interest, operating terms, and financial projections for a scheme. We would look to negotiate the best terms from operators on your behalf.

Pre-Acquisition & Pre-Disposal Due Diligence

Savills IDC can provide road map for an optimized development at pre-acquisition stage or post purchase value-engineering.

Capital Markets & Investment Sales

Savills knowledge of global capital markets enables us to provide equity/debt/JV partner sourcing and comprehensive acquisition and disposal agency.

Brand Premium Studies

IDC currently undertake Brand Premium Studies on behalf of three of the sectors market leading hospitality brands; Marriott International, Mandarin Oriental, and Hyatt on projects across Europe, the Middle East, and Asia.



Beginning with an overview of the Project and the local market's supply and demand characteristics, we will establish a comparable dataset to facilitate direct comparison with the selected branded residential scheme.

The results of this research are compiled into our bespoke scoring matrix, consisting of over 30 criterion, allowing us to isolate and quantify the project's brand price differential compared with the local market.

We are able to provide three separate price analyses, including un-weighted, weighted, and relevance adjusted premiums for the scheme.

TRACK RECORD

SAVILLS INTERNATIONAL DEVELOPMENT CONSULTANCY

Marriott International

Brand Price Premium Study

Location

The Luxury Collection Pine Cliffs Resort, Algarve, Portugal;

St Regis, Belgrade Waterfront, Serbia;

The Residences at The Westin Resort Costa Navarino, Peloponnese, Greece;

The Residences at the Jaffa, Tel Aviv, Israel;

W, Algarve, Portugal;

Sheraton Esenyurt, Istanbul, Turkey.

Project

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

Role

Market Research & Branded Premium Analysis

Brand

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

When

2017 – Ongoing

Client

Marriott International

Mandarin Oriental

Brand Price Premium Study

Location

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

Project

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

Role

Market Research &
Branded Premium Analysis

Brand

Mandarin Oriental

When

2020

Client

Mandarin Oriental

Hyatt

Brand Price Premium Study

Location

Park Hyatt Niseko
Grand Hyatt Grand Cayman
Grand Hyatt Manila

Project

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

Role

Market Research &
Branded Premium Analysis

Brand

Park Hyatt & Grand Hyatt

When

2020

Client

Hyatt Hotel Corporation



Nikola

Croatia

Location

Sibenik, Croatia

Project

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

Role

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

Brand

Luxury Brand

When

2018 – Ongoing

Client

Confidential



Tour Charenton

France

Location

Paris, France

Project

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

Role

Branded Residences and Development Consultancy report to include a summary of the branded residences sector, provision and analysis of national and international regeneration project comparables, analysis of buyer profiles and development recommendations for the residential component of the project.

Brand

Confidential Brand

When

2020

Client

Bouygues S.A.



Hellenikon

Greece

Location

Athens, Greece

Project

The Hellenikon Project is the largest urban regeneration project in Europe with approximately 3million sq m of Gross Buildable Area (GBA) and a Gross Development Value (GDV) of over €8billion. The entire development, comprises over 10,000 residential units (including 2 x luxury branded residential schemes), 3,000 x hotel keys, 330,000 sq m of retail space, 280,000sq m of Class A office space, c.500,000 sq m education / healthcare and leisure facilities, 2million sq m metropolitan park, marina and casino.

Role

Market Research, Development Consultancy, Development and Pricing Recommendations, Financial Feasibility

Brand

2 x Luxury Brands

When

2014 – Ongoing

Client

Lamda Development



Antognolla

Italy

Location

Umbria, Italy

Project

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

Role

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

Brand

Six Senses

When

2019 – Ongoing

Client

VIY Management

Plavi Horizonti

Montenegro

Location

Lustica, Montenegro

Project

Four Seasons branded residential resort comprising of 130 x branded apartments, townhouses, and villas, in addition to a 116 x key Four Seasons hotel and associated leisure, retail, and F&B facilities, set within a 11ha seafront site.

Role

Market Research, Development
Consultancy, and Pricing
Recommendations

Brand

Four Seasons

When

2011 – 2019

Client

Qatari Diar



Entrecampos

Portugal

Location

Lisbon, Portugal

Project

New business centre of Lisbon split across 3 x plots totaling 80,500 sq m to include housing, hospitality, services, leisure, in addition to commercial office accommodation.

Role

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

Brand

Unconfirmed Upper-upscale Brand

When

2020

Client

Fidelidade/Fosun



Vale do Lobo

Portugal

Location

Vale do Lobo, Portugal

Project

The resort has 450 Hectares and approx. 1,500 villas and apartments built, with a further 458 unit planned (283 villas + 175 apartments) as well as extensive leisure, retail and commercial facilities.

Role

Market Research, Strategic Development Review and Recommendations, Design Consultancy, International Sales and Marketing Consultancy, Branded Residential Consultancy

Brand

Confidential Luxury Brand

When

2018 – Ongoing

Client

ECS

Amaala

Saudi Arabia

Location

Red Sea, Saudi Arabia

Project

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

Role

Global market and purchaser profile
research, Development Consultancy,
Development Recommendations,
Pricing Recommendations, Branded
Residences

Brand

14 x Luxury, Upper-Upscale, and
Lifestyle brands

When

2019 – Ongoing

Client

Public Investment Fund



Passeig de Gràcia 111

Spain

Location

Barcelona, Spain

Project

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

Role

Market Research & Development
Consultancy, Branded Residences
Market Research, Marketing & Sales
Consultancy, Residential Sales

Brand

Mandarin Oriental

When

2015 – Ongoing

Client

KKH





Azure Bay

Location

Antigua

Project

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

Role

Market Research and Development Consultancy

Brand Luxury Brand**When** 2016

Client Millennia-Montaigne Developments

Pearns Point

Location

Antigua

Project

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

Role

Market Research, Development Consultancy, Marketing and Sales Strategy, and Residential Sales

Brand Setai**When** 2015 – Ongoing

Client Orange Ltd.



Vienna

Location

Vienna, Austria

Project

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

Role

Market research, Development Consultancy, Development Recommendations, Pricing Recommendations, Branded Residential Consultancy

Brand Luxury Brand**When** 2020

Client Confidential



The Yelken Tower

Location

Baku, Azerbaijan

Project

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

Role

Market Research, Development Consultancy, Pricing Recommendations

Brand The Ritz-Carlton**When** 2019-2020

Client Absheron Hotel Group



Radisson Residences

Location

Split, Croatia

Project

Radisson Hotel and 102 x branded residences.

Role

Development Consultancy, Sales and Marketing Consultancy

Brand

Radisson

When

2009

Client

Hotel Split d.d.



Clear Point Resort

Location

Cavtat, Croatia

Project

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

Role

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

Brand

Unconfirmed Brand

When

2017

Client

Clearpoint Resort Doo



Ayia Napa Marina

Location

Ayia Napa, Cyprus

Project

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

Role

Market Research, Residential & Hotel Feasibility Study, Development Consultancy, Sales and Marketing Consultancy, Residential Sales

Brand

Confidential Luxury Brand

When

2017 – Ongoing

Client

Confidential



W Limassol

Location

Limassol, Cyprus

Project

Mixed-use high-rise development of 41 floors, including hotel, branded residences and a beach club.

Role

Market Research and Development Consultancy

Brand

W

When

2017

Client

Confidential



Cape Greco

Location

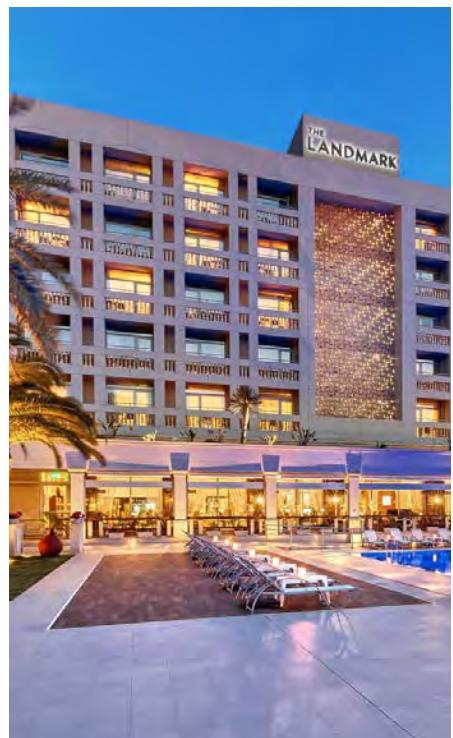
Ayia Napa, Cyprus

Project

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

Role

Site Review, Market Research, Development Consultancy, Branded Residences Research, and Pricing Recommendations

Brand Luxury Brand**When** 2019**Client** Confidential

The Landmark

Location

Nicosia, Cyprus

Project

City centre redevelopment of the Hilton Hotel. The site spans over 29,000 sq m and will comprise 130 x branded residential units and a 5* upper-upscale hotel (200+ keys) with affiliated amenities and F&B.

Role

Site Review, Market Research, Development Consultancy, Branded Residences Research, and Pricing Recommendations

Brand Hilton**When** 2019**Client** Cypriot Developer

The Olympic Resort

Location

Limassol, Cyprus

Project

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

Role

Market Research, Branded Residential Consultancy, Pricing Recommendations

Brand The Ritz-Carlton**When** 2020**Client** Marfields Enterprises

Heliopolis Residences

Location

Cairo, Egypt

Project

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

Role

Market Research, Development Consultancy, Financial Appraisals

Brand Fairmont**When** 2010-2011, 2015**Client** Gulf Egypt for Hotels and Tourism



Quai Branly

Location

Paris, France

Project

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

Role

Market Research, Development Consultancy, and Pricing Recommendations

Brand Confidential Brand**When** 2019 - Ongoing**Client** Eiffage Immobilier

La Baraquette

Location

Marseillan, France

Project

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

Role

Market Research, Development Consultancy, and Pricing Recommendations

Brand Lux***When** 2018**Client** Propriétés & Co. Vineyard & Seaview E

Paris

Location

Paris, France

Project

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

Role

Market Research, Development Consultancy, Development and Pricing Recommendations

Brand Confidential Upper-Upscale Brand**When** 2019**Client** Confidential

Sololaki Rise

Location

Tbilisi, Georgia

Project

Hillside 43,5000 sq m site overlooking the city of Tbilisi. The development will comprise of a 5* hotel of 195 x keys in addition to approximately 40 x branded residences.

Role

Market Research, Development Consultancy, Development and Pricing Recommendations

Brand Autograph**When** 2020**Client** Confidential



Green Cape

Location

Batum, Georgia

Project

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

Role

Market Research, Development Consultancy, Development and Pricing Recommendations

Brand The Luxury Collection

When 2020

Client Confidential

Varko Bay

Location

Varko Bay, Greece

Project

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

Role

Market Research, Development Consultancy, Development Recommendations, Pricing Recommendations, and Branded Residential Sector Overview

Brand Banyan Tree

When 2019

Client Confidential

Costa Navarino

Location

Peloponnese, Greece

Project

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

Role

Feasibility Study, Market Research, Development Consultancy, Financial Appraisals, Marketing & Sales Consultancy, Residential Agency

Brand Westin

When 2013 – Ongoing

Client TEMES SA

Kassiopi

Location

Corfu, Greece

Project

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

Role

Residential Feasibility Study, including Market Research, Development Consultancy, Financial Appraisal

Brand Unconfirmed Luxury Brand

When 2016 – 2018

Client NCH Capital



Paleo Faliro

Location

Athens, Greece

Project

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

Role

Local and International Market Research, Development Recommendations, Financial Appraisal

Brand Marriott International Brand

When 2019

Client Confidential



Castello di Casole

Location

Tuscany, Italy

Project

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

Role

Market Research, Pre-Acquisition Due Diligence, Pricing Recommendations

Brand Belmond

When 2017

Client Belmond



Portopiccolo

Location

Trieste, Italy

Project

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

Role

Pre-Acquisition Due Diligence including: Market Research, Stock Analysis, Development and Pricing Recommendations

Brand The Luxury Collection

When 2019

Client Oaktree Capital



Puglia

Location

Puglia, Italy

Project

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

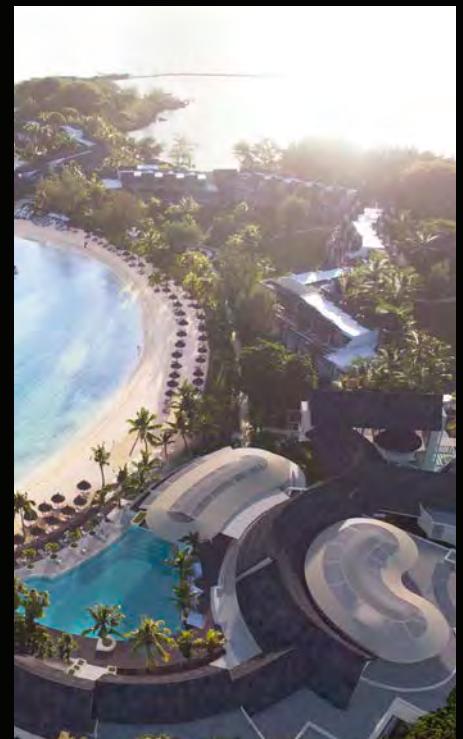
Role

Market Research, Development Consultancy & Recommendations, Pricing Recommendations, and Branded Residential Consultancy

Brand Confidential Luxury Brand

When 2019

Client Omnam Group



Bali Regent Residences

Location

Bali, Indonesia

Project

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

Role

Masterplan Review, Development Consultancy & Recommendations

Brand Regent**When** 2010**Client** The Mayapada Group

The Alila Uluwata

Location

Bali, Indonesia

Project

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

Role

Sales & Marketing Advisory and Residential Sales Agency

Brand Alila**When** 2011**Client** Alila Hotel Group

St. Regis Astana

Location

Astana, Kazakhstan

Project

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

Role

Market Research, Development & Design Consultancy

Brand St. Regis**When** 2014**Client** MG Development LLP

Lux* Resort

Location

Grand Baie, Mauritius

Project

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

Role

Market Research, Development Consultancy, Development & Pricing Recommendations

Brand Lux***When** 2019**Client** Lux* Island Resorts Ltd.



Cuatro Cuatros Resort

Location

Ensenada, Baja California Mexico

Project

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

Role

Market Research, Development Consultancy, Financial Appraisal, and Capital Markets

Brand

Unconfirmed Brand

When

2015 – 2016

Client

Cuatrocuatros SA

Sveti Marko Island

Location

Tivat, Montenegro

Project

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

Role

Market Research, Development Consultancy, Sales & Marketing Consultancy, and Development Management

Brand

Banyan Tree

When

2007 - 2015

Client

Metropol Development

Porto Montenegro

Location

Tivat, Montenegro

Project

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

Role

Market Research, Development Consultancy, Sales & Marketing Consultancy, and Residential Sales

Brand

Regent

When

2007 - Ongoing

Client

Adriatic Marinas / Peter Munk

Safiro

Location

Adriatic Coast, Montenegro

Project

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

Role

Market Research, Development Consultancy, Design Consultancy, Sales & Marketing Consultancy, Valuation, and Financial Feasibility

Brand

Swissotel

When

2010 – 2013

Client

Future Capital Partners



Portonovi

Location

Herceg Novi, Montenegro

Project

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

Role

Market Research, Design and Development Consultancy

Brand One&Only

When 2013

Client Azmont / SOCAR



Bigova Bay Resort

Location

Bigova, Montenegro

Project

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

Role

Market Research, Masterplan Review, Development Consultancy, and Project Viability Analysis

Brand Unconfirmed Luxury Brand

When 2008 – Ongoing

Client Confidential



Lustica Bay

Location

Lustica, Montenegro

Project

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

Role

Market Research, Development and Design Consultancy, Financial Viability Assessment, and Residential Sales

Brand Chedi

When 2010 – 2019

Client Orascom



W Algarve

Location

Albufeira, Portugal

Project

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

Role

Market Research, Development Review and Recommendations, Design Consultancy, International Sales and Marketing Consultancy, Residential Sales Agency

Brand W

When 2017 – Ongoing

Client Confidential



Bucharest

Location

Bucharest, Romania

Project

First branded residential scheme in Bucharest including 35 x units.

Role

Market Research, Development Consultancy, and Pricing Recommendations

Brand The Ritz-Carlton

When 2020

Client Confidential



Morskoi Facad

Location

St. Petersburg, Russia

Project

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

Role

Market Research and Development Consultancy

Brand Confidential

When 2008 – 2009

Client PIK Severo-Zapad



Belgrade Waterfront

Location

Belgrade, Serbia

Project

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

Role

Market Research and Buyer's Guide

Brand St. Regis & W

When 2019

Client Eagle Hills



Anse La Mouche

Location

Mahé, Seychelles

Project

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

Role

Market research, Development Consultancy, Pricing Recommendations, Branded Residences, Market Financial Appraisal and Land Valuation

Brand Viceroy

When 2019

Client The Royal Group



Banyan Tree Residences

Location

Costa del Sol, Spain

Project

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

Role

Development and Design Consultancy

Brand

Banyan Tree

When

2010 – 2014

Client

Bahia Fenicia Residencial SL

La Reserva de Alcuzcuz

Location

Costa del Sol, Spain

Project

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

Role

Development and Design Consultancy

Brand

Banyan Tree

When

2010 – 2014

Client

Bahia Fenicia Residencial SL



Edificio Estel

Location

Barcelona, Spain

Project

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

Role

Market Research, Development Consultancy, Pricing Recommendations

Brand

W

When

2019 – 2020

Client

Sunrich



W Resort

Location

Marbella, Spain

Project

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

Role

Market Research & Development Consultancy, Retained Consultancy Services

Brand

W

When

2017 – 2018

Client

Confidential



Marbella

Location

Marbella, Spain

Project

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

Role

Market Research & Development Consultancy

Brand Confidential Luxury Brand

When 2016 – 2017

Client Confidential



Mandarin Oriental

Location

Marbella, Spain

Project

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

Role

Market Research & Development Consultancy

Brand Mandarin Oriental

When 2017

Client Confidential



Santa Maria Polo Club

Location

Sotogrande, Spain

Project

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

Role

Market Research & Development Consultancy

Brand Confidential Luxury Brand

When 2017 & 2019

Client Cedar Capital & Round Hill Capital



Hard Rock Davos

Location

Davos, Switzerland

Project

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

Role

Market research, Development Consultancy, Development Recommendations, Pricing Recommendations, Branded Residences

Brand Hard Rock

When 2019

Client VIY Management



Mandarin Oriental

Location

Bodrum, Turkey

Project

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

Role

Sales & Marketing Consultancy, Sales Agency

Brand Mandarin Oriental

When 2013 – 2014

Client Astas



Six Senses Kaplankaya

Location

Bodrum, Turkey

Project

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

Role

Market Research, Masterplan Review, Development Recommendations, Pricing Recommendations, and International Development Sales Master Agency

Brand Six Senses

When 2018 – Ongoing

Client Confidential



The Ritz-Carlton

Location

Global

Project

The Ritz-Carlton Yacht Collection branded residences. 750ft yacht across 13 x decks offering 120 x residences in addition to a range of luxury facilities, F&B offerings and services.

Role

Market study to include analysis of both existing branded residential luxury land-based apartments / co-op market, the residential vessel market, and Development Recommendations

Brand The Ritz-Carlton

When 2019

Client The Ritz-Carlton Yacht Collections

THE TEAM

SAVILLS INTERNATIONAL DEVELOPMENT CONSULTANCY

