**Definition of categories**

This year, Euromoney Real Estate Survey 2019 consists of 16 categories that reflect the key real estate services in the market.

**Advisers and consultants**

1) **Advisers and consultants overall**

This focuses on firms that provide an overall high standard of tailored market information to their clients. Real estate advisers and consultants typically build long-term relationships with their clients whilst instructing on investment opportunities.

2) **Agency – letting/sales**

This refers to advisers and consultants that provide a letting/sales service and organize the renting/selling of a property on behalf of the owner. When renting, they create an agreement between the tenant and landlord, and when selling they find an appropriate buyer.

3) **Property valuation**

When providing a property valuation service, advisers and consultants use their extensive knowledge of the market to draw conclusions about the economic worth of real estate. Their recommendations are well researched and reflect the current value of the property.

4) **Research**

This refers to advisers and consultants that offer research reports on real estate markets. The reports are based on market trends and differ between firms.

**Developers**

5) **Overall**

The role of real estate developers spans from renovating existing buildings to organizing the building of new projects on land. They bring their original ideas into existence and then sell or lease these buildings.

6) **Start-ups**

This focuses on real estate developers founded within the past five years.

7) **Residential sector**

This refers to real estate firms that develop land into housing. The type of housing may differ between areas.

8) **Retail/shopping sector**

This focuses on real estate firms that accommodate the demand for goods in an area by developing a place where goods can be purchased by the public.
9) Office/business sector
This refers to firms that develop land into buildings used as a place for professional, commercial or bureaucratic work.

10) Industrial/warehouse sector
This refers to real estate firms that develop land or buildings for manufacturing and the transportation of products.

11) Innovative green development
This refers to real estate developers that carefully consider environmental and social impacts in the process of development, such as the use of fewer resources to conserve energy and protect the environment.

Investment managers

12) Investment manager
This refers to firms that help the process of professionally managing money for investments in real estate. The process includes timely management of investor assets, asset maintenance, disposal and tracking, and risk reduction, etc.

Banks

13) Overall
This refers to banks that provide real estate-related banking services in general.

14) Loan finance
This refers to banks or financial institutions that facilitate a general process of loan finance for real estate investment.

15) Equity finance
This refers to financial institutions providing an equity service (eg IPO, Reit, etc) for real estate investment.

16) Securitization
This refers to financial institutions that facilitate the trend towards commercial mortgage-backed securities (CMBS), residential mortgage-backed securities (RMBS), and real estate whole business securities (WBS).