

## Euromoney Real Estate Survey 2016

### Methodology

Euromoney magazine's 12<sup>th</sup> annual Real Estate Survey is now live on <http://www.euromoney.com/RealEstate2016>, canvassing the opinions of the leading firms involved in the real estate sector worldwide – the advisors, developers, investment managers, banks, and corporate end-users of real estate are all invited to take part.

We are asking respondents which firms they think have been the best providers of real estate products and services in their market over the past 12 months. The survey is filled in at country level by senior executives and has two distinct components: Part 1 (Nominations) and Part 2 (Market feedback). In a change from the past, the survey results this year will be based only on the peer nominations and voter participation scores (no quantitative data will be analyzed).

In Part 1 of the survey we ask respondents to nominate the companies which they think are best, second and third in each category in their country (a maximum of 3 respondents per company, per country). We will award four, three and two points, respectively to each of those nominations in that category and country. We will also award participation points to the respondent's own firm for each nomination they provide for their peers. These points have now been doubled to compensate for the removal of the quantitative score that we've had in the past. We ask every respondent to provide their individual opinions rather than those of their company. The Overall category results are produced by aggregating the nominations points received and the participation points awarded for nominating peers. Global and regional results are aggregates of weighted country results.

In Part 2 of the survey we ask respondents to provide their views on the latest developments in the market. The responses to these questions will only be used in an aggregated format and will remain non-attributable to the individual voter or their firm at all times. The market feedback section responses are of editorial interest and will not be scored.

The full survey results will be published at: [www.euromoney.com](http://www.euromoney.com) and headline results will be published in the September issue of Euromoney magazine. In the 2015 survey we received 1754 valid responses representing a 10.6% increase on the 1586 responses received in 2014.

Please e-mail Kalin Trifonov ([KTrifonov@euromoney.com](mailto:KTrifonov@euromoney.com)) if you have any questions about the survey.