Definition of categories

This year, Euromoney Real Estate Survey 2020 consists of 13 categories which reflect the key real estate services in the market. For more detail on the categories, please see the definitions below:

Advisers and consultants

1) Advisers and consultants overall

“Advisers and consultants overall” represents 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

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

3) Property valuation

“Property valuation” indicates that 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

“Research” 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) Developers overall

“Developers overall” refers to the role of real estate developers spanning renovation of existing buildings to organizing the building of new projects on land. They bring their original ideas into being and then sell or lease these buildings.

6) Developers in residential sector

“Developers in residential sector” refers to real estate firms that develop land into housing. The type of housing may differ between areas.

7) Developers in retail/shopping sector

“Developers in retail/shopping sector” means real estate firms that accommodate the demand for goods in an area by developing a place where they can be purchased by the public.
8) Developers in office/business sector

“Developers in office/business” refers to firms that develop land into buildings used as a place for professional, commercial or bureaucratic work.

9) Developers in industrial/warehouse sector

“Developers in industrial/warehouse” refers to real estate firms that develop land or buildings for manufacturing and the transportation of products.

10) Developers in innovative green development

“Developers in innovative green development” 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 the environment.

11) Developers in mixed sector

“Developers in mixed sector” refers to real estate firms that develop land or buildings that comprise a mixture of land users, or more than just a single use.

**Investment managers**

12) Investment manager

“Investment manager” 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) Banks overall

“Banks overall” refers to banks that provide real estate-related banking services in general.