Knight Frank

COMMERCIAL PROPERTY

SPAIN

COMMERCIAL PROPERTY
SPAIN

RECORD LEVELS OF OVER €7.8 BILLION WERE INVESTED IN COMMERCIAL PROPERTY IN SPAIN IN 2017. 2019 IS EXPECTED TO REACH A SIMILAR FIGURE TO 2018.

RETAIL AND OFFICES WERE THE MAIN SECTORS IN 2018 WITH MORE THAN 3. 6 BILLION IN RETAIL INCLUDING HIGH STREET AND 2.3 BILLION IN OFFICES.

THE INVESTMENT VOLUME FOR THE FIRST QUARTER OF THE YEAR HAS BEATEN RECORDS COMPARED TO THE SAME PREVIOUS PERIODS, REACHING ALMOST €1.3 BILLION.

THE MARKETPLACE FOR COMMERCIAL PROPERTY IS CONTINUING TO GROW AND STRENGTHEN.

KNIGHT FRANK IS LEADING THE WAY.

THE COMMERCIAL REAL ESTATE SECTOR REMAINS IN THE INVESTOR'S SPOTLIGHT, WITH A GLOBAL VOLUME OF €7.3 BILLION AT THE END OF 2018

Along with the traditional interest in the retail and offices sectors, the logistics market has continued to grow in the last year, reaching approximately €1.2 billion.

The retail sector reached a maximum investment point of €3.6 billion, including the increase in high street stores, which represents 50% of the total investment in the RE. Offices were in second place at 33% and a total amount of €2.2 billion. Logistics continues its rapid growth, at €1.2 billion and 17%.

The Top 5 sources of cross border capital by nationalities in Spain in 2018 were the USA, Switzerland, the UK, Germany and France.

Macroeconomic prospects and a rising market are ensuring continuity in the positive evolution of investment in real estate in the Spanish territory.

COMMERCIAL PROPERTY
SPAIN

A STRONGER, MORE EFFICIENT ECONOMY

Now in its fourth year of expansion, Spain's economic climate continues to strengthen. There are clear signs that the economic and occupational markets are in positive growth territory and the outlook is promising.

The Spanish economy continues to outpace the eurozone, with 2.8% growth expected in 2018. Consumer confidence is expected to remain high and unemployment continues its downward trajectory, from 27% in 2013 to 16.55% in 2017 to 15.28% so far in 2018. Politically, 2018 has shown a positive increase in the number of autonomous community affiliations.

Growing confidence in the Spanish economy, combined with upbeat rental forecasts, have encouraged investors to deploy capital into Madrid's commercial real estate. Investment funds have emerged as the most dynamic purchasers.

Heightened activity from investment funds has led to a change in the origin of buyers, with domestic capital falling as a share of the total transactional volume as US and UK investors increase their presence. In particular, Madrid's rental growth prospects are compelling and will continue to underpin investor appetite, resulting in the further hardening of yields in 2018.

OFFICES

Knight Frank forecasts that the positive trend in occupier demand will continue in 2019 and will lead to further rental increases.

After record numbers seen in 2017 take-up owing to administrative operations, investor appetite for office product continued in 2018 with a the total take-up of approximately 463,000 sq m. During the first quarter of 2019 take-up has reached around 124,000 sq m, 4% higher than the same period of the previous year.

Our offices division in Madrid has an in-depth knowledge and understanding of the latest market and development activity, and changing occupier requirements.
We are focused on delivering intelligent, research-led advice to owners and occupiers, which is tailored to meet clients' business objectives across development consultancy, marketing, leasing, and acquisitions.

CAPITAL MARKETS
OCCUPIER SERVICES
MANAGEMENT
VALUATION & DUE DILIGENCE

Knight Frank

BEST IN CLASS CASE STUDIES

Knight Frank has earned its reputation as a leading agent in the commercial market.

RYANAIR

Ryanair has landed in Madrid with its new digital innovation centre Travel Labs Spain. Knight Frank advised Ryanair's leasing of 2,000 sqm of space in Eurobuilding II, located in the heart of the Spanish capital's financial district. The location is to be Ryanair's largest technological hub.

M&G & WPP

- **Size:** 36,000 sqm
- **Location:** Calle de Rios Rosas, 26
- c.€150 million

Knight Frank advised on one of the most complex operations of the last decade with the sale and subsequent rental of the emblematic building of RR 26 to the WPP group, to form the headquarters of more than 40 firms in Spain, which will house more than 2,500 employees. It will be completely converted to implement pioneering workplace trends.

THE ADECCO GROUP

- **Size:** 4,415 sqm
- **Location:** Llano Castellano 13, Manuel Tovar 1, Príncipe de Vergara 110

Madrid is a key location in the global expansion of The Adecco Group. Knight Frank advised and implemented a strategy of optimisation and modernisation of spaces for the group and its companies.

KNIGHT FRANK'S VIEW

Office investment volume for the first quarter of the year has beaten records in Madrid reaching €960 million. Take-up has been 124,000 sq m in the first quarter.

Investment funds and are proving the most active in 2019. In Barcelona 60% of investment pooled from funds and in Madrid this level reached up to 67%. while in Madrid investment funds are predominant. Around 75% of this investment has been carried out by foreign investors from the rest of Europe and the United States.

A continued upward trend in prime rents is expected between the end of 2019 and the beginning of 2020, following a stable start to the year of €30.50 per sqm/month.

The availability rate of office space has increased in comparison with 2018, sitting at 11.1%, while the availability of Grade A buildings remains at 1.0% of the total stock in Madrid. The majority of new stock has been delivered through refurbishments and renovations. Pre-leasing activity has subsequently been high, with many buildings close to full occupancy even before they are completed. The development pipeline is improving with around 225,000 sqm of office space planned for delivery between 2019-2020.

REAL ESTATE FUNDAMENTALS ARE CONTINUING TO IMPROVE

COMMERCIAL PROPERTY
SPAIN

11.1% MORE OFFICE SPACE IN MADRID 1% GRADE A BUILDINGS

463,000 SQM OFFICE TAKE-UP JANUARY TO AUGUST 2018

9% RISE IN PRIME OFFICE RENTS IN THE LAST 12 MONTHS

€30.5 PER SQM PER MONTH IN THE LAST 12 MONTHS

3.75% PRIME OFFICE YIELDS IN MADRID

Source: Knight Frank Research

RETAIL

Knight Frank provides dedicated commercial retail property services to retailers, landlords, investors and developers throughout Spain.

Our dedicated retail team provides clear, trusted advice across the full retail property spectrum on leasing, management, acquisition and disposal of retail space.

Our specialist retail teams work seamlessly together to provide in-depth local knowledge, offering an up to date, 360 degree view of the market, sentiment and practice.

Our experts are regularly appointed to work with some of the most prestigious brands, landlords and investors.

CAPITAL MARKETS
OCCUPIER SERVICES
MANAGEMENT
VALUATION & DUE DILIGENCE
FIT OUT MANAGEMENT

Knight Frank

BEST IN CLASS

INVESTMENT RETAIL

TOP DEALS

FUENCARRAL 16 – Prime flagship for COS
ORENSE 16 – Freehold purchase
PARQUE CORREDOR SHOPPING CENTRE - Freehold sale
PLAZA CATALUÑA 9 – Prime flagship for Huawei

VALUATIONS AND CONSULTANCY

+50 shopping centres with a value of €5.5 billion
+2.1 million sqm total GLA valued in the last 4 years

SHOPPING CENTRE MANAGEMENT

3 flagships in Madrid
11 shopping centres fully managed in Spain: Property Management, Rent Management, Leasing and Tenant Fit Out Coordination
Total GLA of 360,000 sqm

LEASING

14 shopping centres with a combined GLA of 482,611 sqm

SHOPPING CENTRES: TENANT FIT OUT COORDINATION

17 shopping centres in Spain with a total GLA of 800,000 sqm

OVERALL

The Knight Frank Retail Team is involved in projects with over 1.5 million sqm GLA

RETAIL RESEARCH

Knight Frank produces market-leading research on the retail sector, highlighting trends and forecasts. Recent publications have focused on Madrid's Puerta del Sol and Gran Vía, and luxury retail in Spain.

85%
investment volume increase year on year in High Street

€3.6bn
total investment volume in retail in 2018

2.2%
expected GDP growth in 2019

+13.2%
increase in retail sales since 2013

Prime High Street yields in 2018
3%

Consumer Confidence Index up since 2012
105%

Source: Knight Frank Research | INE | CIS

COMMERCIAL OPPORTUNITY

Retail sales growth begins to take-off

Management and commercialisation have gone through different stages over the years, becoming fundamental elements and differentiators for the success of any project. Owners of centres are ever more demanding and require a full assessment to increase the value of their assets, which goes beyond the simple signing of leases and has a clear strategic component. Knight Frank provides the strategy and support to optimise management and create harmony in the commercialisation process.

The commercialisation process is fundamental to the perception of an attractive and functional centre, and should be approached from two different perspectives: one general and one more specific. From a general point of view, the key concepts may be the obvious: location, competition, size and commercial concept. For larger brands, these are the key characteristics which determine their expansion, which are evermore exhaustive in their deployment. Once all of the previously mentioned factors have been analysed, more concrete concepts will be addressed for each operator and project in a second valuation phase.

It is crucial that the commercial concept is well defined to be able to focus the commercialisation and re-commercialisation processes towards a set target of operators.

More specifically, the individual characteristics of a commercial concept are clearly defined to achieve optimum occupation: design, parking, new technologies, sustainable buildings, break areas or mixed distribution.

Another guarantee of success will come from the consolidation of the principal chain brands in Spain, which are the best indicator of quality at any centre. The largest chains currently in Spain are Grupo Inditex, Primark, H&M and Mango. The professionalism of this sector in the Spanish market means that the introduction of new brands in Spain is taking place in a phased manner and with care, first testing a brand's popularity on the high streets of Madrid and Barcelona, with shopping centres as the second line of expansion.

It is important to highlight just how much this sector has evolved in recent years, with increasingly more professional retailers and more demanding clients. More than ever, what a centre can provide to its operators is just as important as what the operators can provide to the centre.

ALCOTT

Carl's Jr. CHARBROILED BURGERS

fitflop FOOTWEAR

FIVE GUYS BURGERS and FRIES

INGLOT

lululemon athletica

OVS

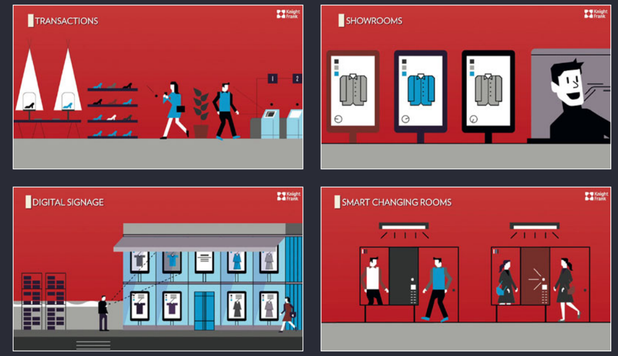
Tim Hortons

HUAWEI

wagamama

UNIQLO

RESERVED



E-COMMERCE: HOW IS IT AFFECTING FLAGSHIP STORES AND SHOPPING CENTRES?

In Spain, e-commerce has gone from generating revenues of €5,700 million in 2007 to over €24,000 million in 2016, growing by an average of 17% in recent years. Pending the release of official figures, e-commerce revenues are expected to have grown by close to 20% by YE 2017, exceeding other European countries.

However, e-commerce in Spain is far from a mature market, and has huge upside potential. At present, just 5% of retail purchases are made online, still well below 17% in the United Kingdom, 15% in Germany and 10% in France.

E-commerce is playing a vital role in offering new options for shopping centres, helping to give them a new image. Consumers are looking for high quality experiences, and shopping centres are changing in order to offer this to their visitors. The aim is to turn new shopping centres into a leisure space, where people want to go to shop, and ensure that they keep coming back.

Source: Knight Frank - E-Commerce Retail 2018

New shopping centres are becoming open, mixed-use spaces, where retailers can use their stores to promote their online channel, and share their location with sports facilities, cinemas and theatres, theme parks and open-air spaces.

There will be two types of shopping centres in the future:

- Complexes with unique leisure components, where value is placed on the visitor experience.
- Convenience-based centre, where the focus is on customer comfort.

In both of these centres, the priority is the OMNICHANNEL.

The top brands are investing in second-generation flagship stores in iconic properties where the fusion of multi-sensory and omnichannel experiences take centre stage. This type of store has become the perfect space to combine online business with traditional retail.

The flagship provides a key experimental marketing tool to boost sales, producing a greater effort rate than any other high street model.

COMMERCIAL PROPERTY
SPAIN

CASE STUDY: TORRE SEVILLA, SEVILLE

A NEW FLAGSHIP DESTINATION FOR ANDALUCIA

Torre Sevilla is a new shopping centre concept in Seville's historic district. Designed by renowned architect Cesar Pelli, the new construction incorporates a tower flanked by two four story podium buildings. The curved edges of the podium buildings will define a plaza that opens to the north and south and narrows at the centre, creating a pedestrian-scaled commercial street.

The result is a new destination for workers, shoppers, residents and visitors alike with a mix of shopping centre, offices and hotel, plus leisure, exhibition and museum spaces.

THE CHALLENGE

In October 2017, a year before opening, Knight Frank won the full mandate for the property and asset management, including the lettings and ECOP, with the objective to position the 28,400 sqm shopping centre as a benchmark for the entire sector.

THE HIGHLIGHTS

At Torre Sevilla, Knight Frank achieved a series of firsts: the first Primark and the first Udon in Seville, the first Tony Roma in Andalusia and the first IKEA concept store in Spain. FNAC has chosen Torre Sevilla as its only location in the city.

Six months before opening, Torre Sevilla had an 80% occupancy level with fashion retailers including Primark, H&M and Mango, food and beverage by La Tagliatella, VIPS and Starbucks plus premium gym YO10 Sport & Spa Club, establishing Torre Sevilla as the city's top urban centre.

COMMERCIAL PROPERTY
SPAIN

CASE STUDY: TORRECÁRDENAS, ALMERÍA

A NEW FASHION & LEISURE DESTINATION FOR ALMERIA

Torrecárdenas is one of the most important development projects in Spain, pioneering the mix of fashion, leisure and restaurants into a single destination for Almería.

THE CHALLENGE

In October 2015, Knight Frank won the lettings mandate with the objective to position the 60,000 sqm centre as a benchmark for the entire sector.

THE HIGHLIGHTS

Torrecárdenas now offers the biggest fashion range in the area and the first food court in Almería, with specialised restaurants and bars and a large terrace.

The 2018 centre opening was a clear success based on occupancy rates and the level of rents achieved, as well as the mixed commercial offer including Primark, Grupo Inditex, Mango, H&M, Mediamarkt, Leroy Merlin, Mercadona and Yelmo cinema.

Torrecárdenas will also have a complete leisure offer, with 5,000 sqm given over to new generation cinemas, as well as a climbing centre and multi-adventure children's area unlike anything currently existing in Almería.

SOURCING NEW CAPITAL

KNIGHT FRANK'S ABILITY TO IDENTIFY AND HARNESS CAPITAL HAS BECOME FUNDAMENTAL TO PROVIDING THE BEST ADVICE TO OUR CLIENTS AND REALISING MAXIMUM VALUE FOR THEM.

Managing over £18 billion worth of property transactions per annum, our investment advisors have access to an impressive contact database as well as insight into the latest trends and capital flows.

With unrivalled insight and access to commercial capital flows, we provide tailored portfolio analysis, acquisition and disposal services, based on the short and longer term investment objectives of our clients.

Our integrated commercial investment and agency teams provide seamless cross-border expertise through our global investment network of over 500 advisors across 58 countries. This network lends us the agility to stay ahead of our larger competitors and swiftly respond to the market and our clients' needs.

Operating through our five core hubs in London, Europe, the Middle East, Asia Pacific and the Americas, our cross-border approach enables us to benefit from up-to-date market intelligence and transactional activity in all the key global investment markets.

PUERTA DEL SOL 11, MADRID

GLA	1,344 sqm
Purchaser	Thor Equities
Vendor	El Corte Inglés

FUENCARRAL 16 MADRID

GLA	1,329 sqm
Purchaser	Union Investment
Vendor	Thor Equities

LA VEGA, MADRID

GLA	9,434 sqm
Purchaser	Heracles
Vendor	Varde Partners

SAN PEDRO DE PINATAR, MADRID

GLA	10,637 Sqm
Purchaser	Castellana Properties
Vendor	Activ-Group

COMMERCIAL PROPERTY
SPAIN

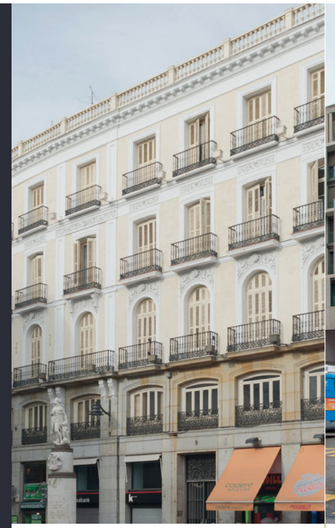
FLAGSHIPS

KNIGHT FRANK IS LEADING THE WAY FOR FLAGSHIP RETAIL DESTINATIONS, WORKING WITH PRIME ASSETS IN THE BEST LOCATIONS. AS CONSULTANTS AND PARTNERS, KNIGHT FRANK ADVISE MAJOR RETAILERS AS THEY EVOLVE AND FUTURE PROOF THEIR BRANDS BY CREATING PIONEERING RETAIL SHOWCASES.

A prized location in a prime retail area of a major city is no longer the be-all and end-all for success in terms of a brand's visibility and prestige. Retailers must now also focus on the customers' sensory experiences when they visit their stores. Therefore, across the globe, top retail brands are now turning landmark properties into second generation flagship stores. These new flagships are not just a shell in which to sell a product, they provide an exclusive setting in which retailers can innovate, present their most creative design concepts and continually reinvent themselves to provide their customers with truly unique experiences.

In Madrid, Knight Frank has played a key role in the renovation and repositioning of Puerta del Sol, Madrid's main retail area par excellence. With six of the city's main high streets leading onto it (Preciados, Mayor, Arenal, Carmen, Montera and Carretas) and other major retail high streets, such as Gran Vía and Fuencarral lying just a stone's throw away, the area can now increasingly be compared to London's Piccadilly Circus and New York's Times Square, although it still offers far lower rents than these celebrated squares.

Knight Frank is also increasingly working with prime retail opportunities in Madrid Centro, with prestigious flagship locations including Serrano 7 and Gran Via 48.



PUERTA DEL SOL 9, MADRID

GLA	3,400 sqm
Client	Kennedy Wilson
Status	Ongoing exclusive leasing mandate

GRAN VIA 48, MADRID

GLA	2,400 sqm
Client	GLL
Tenant	HUAWEI

PUERTA DEL SOL 5, MADRID

GLA	1,007 sqm
Purchaser	Exclusive Sales Mandate
Vendor	Thor Equities

GRAN VIA 30, MADRID

GLA	Mixed Use
Client	Thor Equities
Status	Buy-side advisory

SERRANO 7, MADRID

GLA	749.62 sqm
Client	AW Property
Status	Exclusive leasing mandate

INDUSTRIAL & LOGISTICS

At Knight Frank we trade in innovative solutions, delivering marketing, leasing and acquisition strategies, development consultancy and investment advice in every major logistics market Spain.

As a logistics property occupier, developer or investor, Knight Frank knows that maximising the value of assets is a priority.

Our team in Madrid specialise in small to medium to large sized logistics units, providing experience in dealing with a diverse range of clients, from developers, owners and occupiers of industrial and logistics premises.

CAPITAL MARKETS
OCCUPIER SERVICES
VALUATION & DUE DILIGENCE
PROPERTY MANAGEMENT

KNIGHT FRANK HAS ADVISED ON SOME OF THE MOST IMPORTANT LEASING AND INVESTMENT LOGISITICS TRANSACTIONS IN RECENT YEARS WORKING WITH CLIENTS SUCH AS THRE, INVERSIONES MONTEPINO, AND KEFREN CAPITAL.

MARKET VIEW

From 2014 onwards, the Spanish logistics market has taken off as an investment destination. It is the third preferred sector, after offices and retail.

FACTS & FIGURES

AFTER A RECORD 2017, TAKE UP LEVELS REMAIN SIMILAR IN MADRID IN 2018, AND HAVE INCREASED 55% IN BARCELONA VERSUS IN 2017.

LOGISTICS TAKE-UP EXCEEDED 936,000 SQM AT THE END OF 2018 IN MADRID

PRIME RENTS IN MADRID CONTINUE TO RISE, STANDING AT € 5.50 / SQM / MONTH

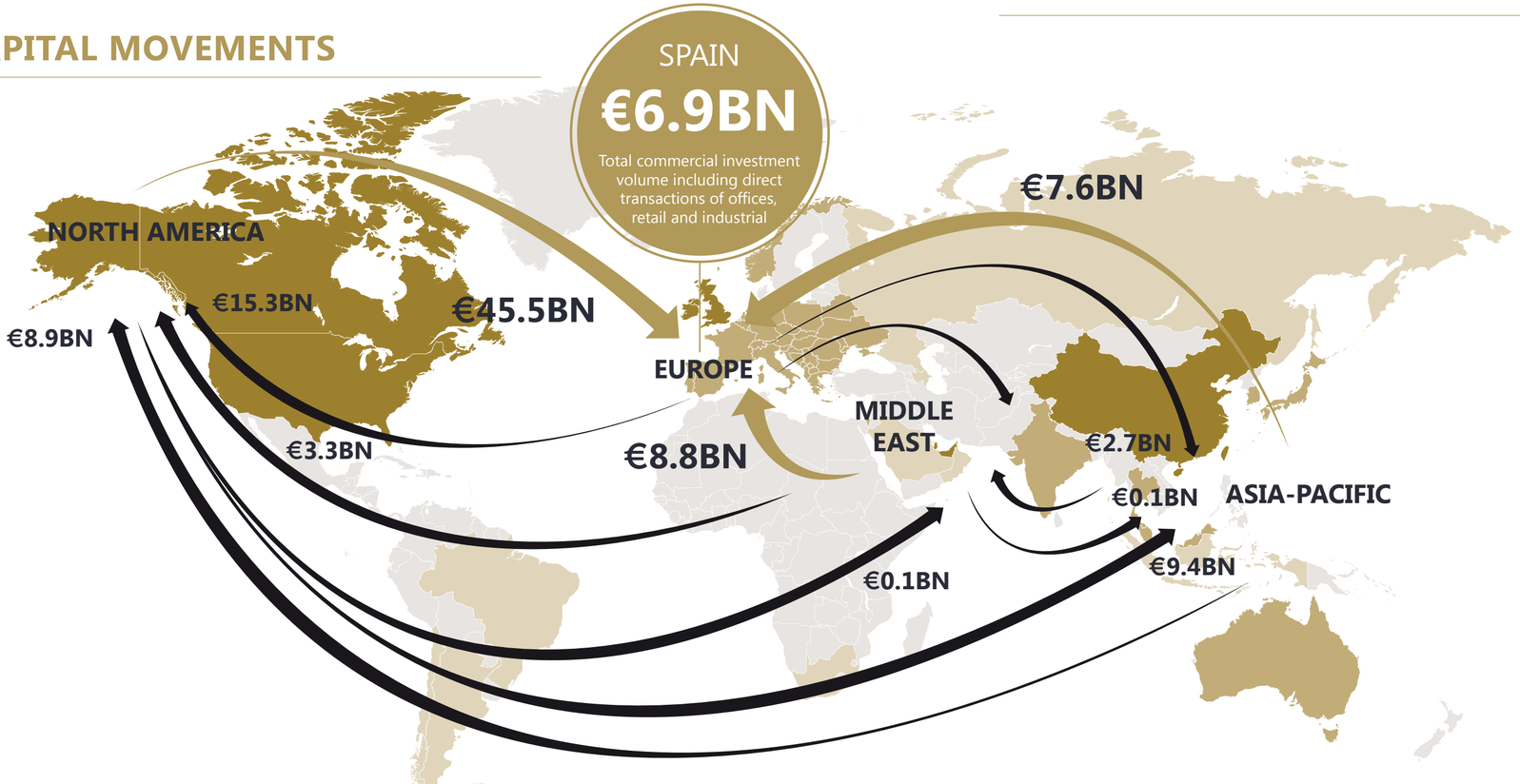
NEARLY 50% OF LOGISTICS TAKE-UP FOR THE FIRST HALF OF 2018 IN MADRID WAS RELATED TO ELECTRONIC COMMERCE

IN THE FIRST HALF OF 2019 CLOSE TO 50% OF LOGISTICS TAKE UP IN MADRID OCURRED IN THE THIRD RING FOLLOWED BY 37% IN THE FIRST RING

PRIME YIELDS CONTINUE TO COMPRESS BOTH IN MADRID AND BARCELONA, CURRENTLY STANDING AT 5.25% FOR THE BEST ASSETS

Source: Knight Frank Research

GLOBAL CAPITAL MOVEMENTS



LOW TO HIGH INVESTOR ACTIVITY

THE FUTURE OF GLOBAL CAPITAL MOVEMENTS

For the vast majority of international investors in real estate, London remains the number one target.

The rare combination of globally-recognised landmarks, a sophisticated legal system, an abundance of research resources, liquidity, transparency, language and a central international time zone continue to ensure London's position at the top of the global market rankings.

Southeast Asian investors remain a dominant force and one set to grow substantially; with Chinese commercial investors as an increasing proportion of this market. North America, and increasingly those from the USA, are also targeting London as a strong recovery play. European investors are increasingly active. Other regions to watch going forward are Australia and South America.

Knight Frank Spain is uniquely placed to benefit from this capital movement. Knight Frank's head office in London actively secures capital from across the globe. In addition, Spain is benefiting from its established links to capital and investment from South America.

Datos de fin de año 2017

KNIGHT FRANK

YOUR GLOBAL PROPERTY PARTNER

Knight Frank provides commercial property services globally. Since we first opened our doors in 1896, we have become the world's largest privately owned property agency and consultancy.

Based on more than a quarter of a century of growth and success in Spain, we are also recognised as the Spanish real estate advisor of choice. From our headquarters in Madrid and Seville, and through our network of offices across Spain, Knight Frank provides market-leading advice and transaction support.

Our offices in Spain form part of a global network of over 400 offices spread across over 60 countries.

We operate as one firm with shared values.

THE WORLD'S LEADING INDEPENDENT REAL ESTATE CONSULTANCY

COMMERCIAL PROPERTY
SPAIN

THE FIVE INGREDIENTS WHICH SET KNIGHT FRANK APART ARE OUR INDEPENDENCE, OUR GLOBAL NETWORK, OUR COMMERCIAL AND RESIDENTIAL PLATFORMS, AND OUR EXCEPTIONAL PEOPLE.

THESE, IN ADDITION TO OUR ENVIABLE TRACK RECORD ARE WHY CLIENTS COME BACK TO US FOR THEIR PERSONAL AND PROFESSIONAL PROPERTY REQUIREMENTS.

SUPPORTED BY DEDICATED RESEARCH TEAMS, WE PROVIDE IN-DEPTH SECTOR AND LOCATION SPECIFIC ADVICE. WE ARE THEREFORE OFTEN THE FIRST TO IDENTIFY NEW OPPORTUNITIES AND INVESTORS IN THE MARKET.

THE KNIGHT FRANK GLOBAL NETWORK

5 CONTINENTS
+60 COUNTRIES
+400 OFFICES
+15,000 EMPLOYEES

ADVISING CLIENTS IN ASIA PACIFIC FOR OVER 75 YEARS

640 PEOPLE IN CHINA AND HONG KONG

OVER US$3.75BN OF TRANSACTIONS ON BEHALF OF RUSSIAN CLIENTS IN THE LAST 3 YEARS

OVER 500 PEOPLE GLOBALLY SPECIALISING IN CAPITAL MARKETS

237 INVESTMENT ADVISORS ACROSS AMERICA

OVER 200 PEOPLE IN OUR RUSSIAN BUSINESS

634 PROPERTY ADVISORS WORKING IN SINGAPORE

900 PEOPLE ACROSS 7 OFFICES IN INDIA

23 OFFICES IN AFRICA

TAILORED ADVICE, LOCAL INSIGHTS

Knight Frank provides professional consultancy on a full range of real estate services.

Working with investors, developers and property owners, we make it our business to understand the needs and objectives of our clients, making their commercial goals our own.

We provide timely, considered advice based on a wealth of experience. Through industry-leading technology and in-depth market research we consistently improve operations and maximise returns on investment.

As one of the largest and highest profile national valuation practices, our teams of commercial, residential and development experts provide comprehensive valuation and market appraisal services globally, including Spain.

Our primary objective is to add value to our clients, rather than simply report it.

BUSINESS INTELLIGENCE

Knight Frank's web-based property management intelligence solution enables users to monitor all aspects of their property portfolio, with access to real time information, 24 hours a day, 7 days a week.

DATA. KNOWLEDGE. CONFIDENCE

KNIGHT FRANK GLOBAL REACH

PR

Knight Frank has dedicated local and international PR teams, based in-house. With key contacts at leading publications, these teams pro-actively feed the media, whilst protecting our clients' property interests.

ADVERTISING

Targeted advertising is used to reach specific target audiences and provide exposure in the most important publications. The media we recommend elicit qualified enquiries, and raise the property profile in the right areas.

For added visibility, sales boards bearing the Knight Frank logo are proven successful lead generators.

MARKETING

Knight Frank is one of the world's most recognised brands. Clients benefit from our brand association and also our expertise in creating and managing effective marketing campaigns, ensuring that projects benefit from the best presentation and exposure through tried and trusted channels.

ONLINE MARKETING

We operate in a global market. That is why our website is available in 23 languages, more than any of our competitors.

Knight Frank's communication tools are constantly evolving to take advantage of technological advances. This helps us keep clients informed and bring them together with buyers in the most effective and convenient ways possible.

EVENTS

Knight Frank hosts industry-leading events. We also have a strong presence at key events such as Mipim, Expo and Mapic.

KNIGHTFRANK.COM

By listing properties on Knight Frank's award-winning Global Property Search website, we showcase projects to potential buyers around the world in 23 languages. As well as improving accessibility for users, this enables us to attract even more international buyers. No other agent has this extensive capability.

Knight Frank's website lists over 12,500 properties for sale and rent. Over the last 12 months, it has been visited by people from 232 countries. With around 2 million page views per month, a potential purchaser clicks on the website every 1.3 seconds. These statistics become even more powerful when you consider that over 80% of potential buyers start their search online.

TARGETING INTERNATIONAL WEALTH

OUR INTERNATIONAL SALES TEAMS ARE FOCUSED ON TARGETING HNWI CLIENTS, WORKING DIRECTLY WITH LONDON'S INTERNATIONAL PROJECT MARKETING TEAM. A JOINED-UP APPROACH IS NEEDED TO ACCESS THESE INDIVIDUALS EITHER DIRECTLY OR VIA 'WEALTH GATEKEEPERS' SUCH AS WEALTH MANAGERS, PRIVATE BANKS, AND TRUSTED ADVISERS.

ACCESS TO HNWIs

In each location we work with many of the private banks and their clients.

The principal means by which we access HNWIs is via the following:

- Key private banks and financial institutions
- Professional introductions
- Wealth advisers
- Luxury brand associations

GLOBAL PROPERTY WEALTH

- Knight Frank holds detailed personal records and information on the property interests of 150,000 contacts
- The database includes 673 US $ billionaires that are known to Knight Frank and in excess of 1,000 central millionaires
- This database has been assembled over 25 years of servicing global HNWIs for all their property requirements around the world
- Access to these markets is anchored by the production of Knight Frank's annual Wealth Report

COMMERCIAL PROPERTY
SPAIN

KNIGHT FRANK'S ANNUAL WEALTH REPORT

The Wealth Report provides a global perspective on prime property and wealth, reinforcing Knight Frank's position as the market leaders in understanding the property, investment and lifestyle requirements of High Net Worth Individuals.

KNIGHT FRANK'S ACTIVE CAPITAL REPORT

Active Capital explores the emerging capital superhighways and identifies the factors influencing a country's inbound capital flows, before focussing on active purchasers and property sectors. Knight Frank remains at the forefront of global capital markets.

WHY KNIGHT FRANK SPAIN?

LOCAL

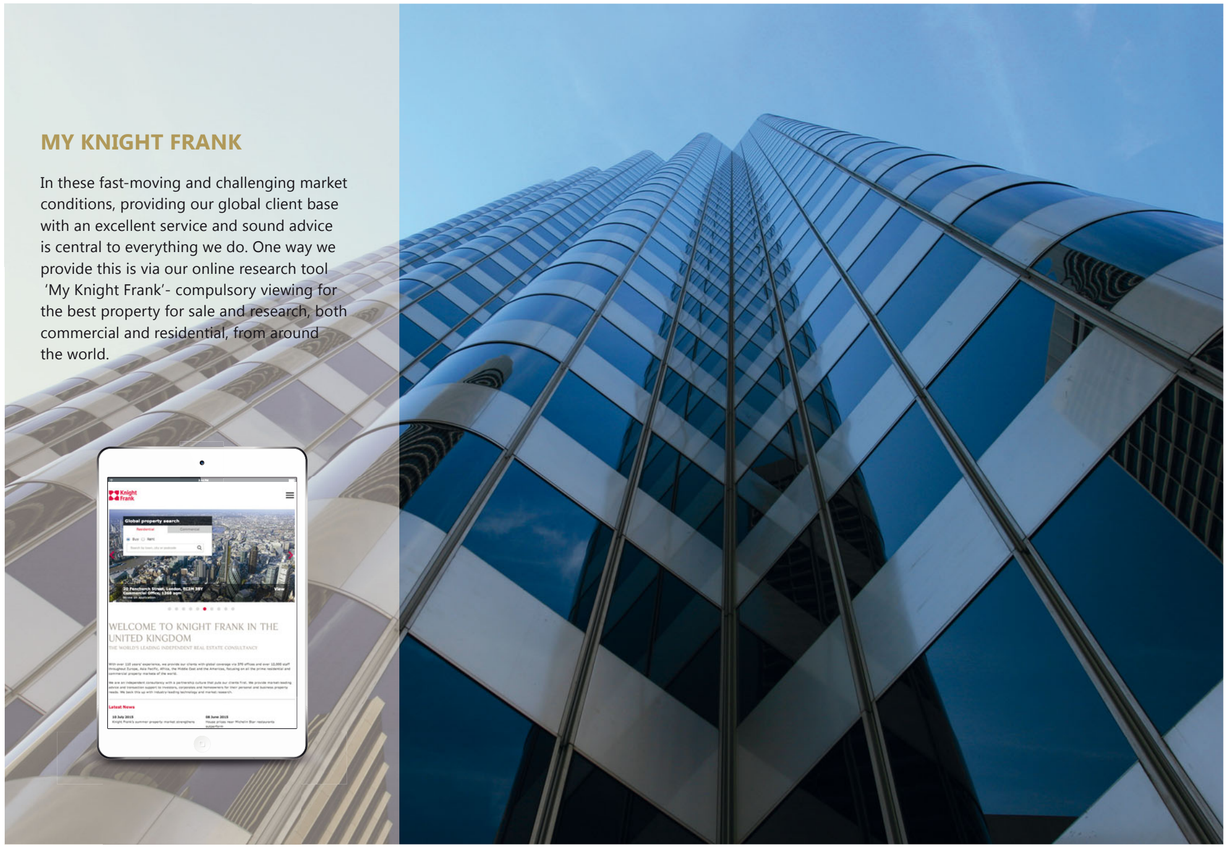
- UNPARALLELED EXPERIENCE AND KNOWLEDGE OF THE SPANISH REAL ESTATE MARKET
- MARKET LEADING INTELLIGENCE AND TOOLS
- HOST OF BESPOKE EVENTS THAT SHAPE THE MARKETPLACE
- SEAMLESS, INTEGRATED COMMERCIAL PROPERTY TEAM OFFERING A FULL SPECTRUM OF SERVICES, LOCAL IN-DEPTH KNOWLEDGE AND ADVICE TO OCCUPIERS, LANDLORDS AND INVESTORS OVER ALL COMMERCIAL PROPERTY CLASSES
- RICS REGISTERED

GLOBAL

- PRIVATE PARTERNSHIP BY PROPRIETARY PARTNERS ENGENDERS THE CULTURE OF ENTREPRENEURSHIP AND CREATIVITY THAT DEFINES OUR COMPANY GLOBALLY
- THE WORLD'S LEADING INDEPENDENT PROPERTY ADVISOR
- ABILITY TO IDENTIFY AND HARNESS CAPITAL THROUGH A DEDICATED, INTERNATIONAL GLOBAL INVESTMENT NETWORK
- PROVIDING THE HIGHEST STANDARDS OF QUALITY AND INTEGRITY IN GLOBAL RESIDENTIAL AND COMMERCIAL PROPERTY
- DEBT FREE
- RECOGNISABLE, VALUABLE BRAND THAT IS A NATURAL CHOICE FOR HNWIS, INVESTORS, DEVELOPERS, RETAILERS, FUNDING ORGANISATIONS, THE PUBLIC SECTOR AND CORPORATE INSTITUTIONS
- GENERATOR OF INDUSTRY-LEADING MARKET RESEARCH, INCLUDING THE WEALTH REPORT, INTERNATIONAL VIEW, SPANISH VIEW, GLOBAL CITIES AND PIRI 100 – KEEPING YOU AHEAD OF THE MARKET
- OVER 15,000 PROPERTY PROFESSIONALS AT YOUR SERVICE
- ACCESS TO AN INTEGRATED NETWORK OF OVER 400 OFFICES IN OVER 60 COUNTRIES, SPANNING FIVE CONTINENTS

MY KNIGHT FRANK

In these fast-moving and challenging market conditions, providing our global client base with an excellent service and sound advice is central to everything we do. One way we provide this is via our online research tool 'My Knight Frank'- compulsory viewing for the best property for sale and research, both commercial and residential, from around the world.



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