The global perspective on prime property and investment

Compiled by research teams around the world, THE WEALTH REPORT is Knight Frank’s flagship thought-leadership publication. The report has evolved since it was first published in 2007 to become a highly anticipated document that is considered vital reading for UHNWIs across the globe and their advisors.

As beautiful as it is informative, the presentation of THE WEALTH REPORT has more in common with leading editorial newsstand publications than traditional research reports. Detailed yet easy to read, its thoughtful design looks to engage and inform readers, rather than push products or services. Highlighting the issues that matter to UHNWIs, THE WEALTH REPORT is the ultimate guide to prime property markets, global wealth distribution, the threats and opportunities for wealth, commercial property investment opportunities, philanthropy and luxury spending trends.

Discover more at: knightfrank.com/wealthreport
Every edition of THE WEALTH REPORT features insight from a selection of the most influential thinkers and commentators around the world. Past contributors include entrepreneur Jochen Zeitz, retailer and property investor Raj Kumar, philanthropist and entrepreneur Lady Lynn de Rothschild, business magnate Richard Branson, fashion-house Scion Massimo Ferragamo and social justice campaigner, Jason Flom.
At the heart of THE WEALTH REPORT is the Attitudes Survey. Based on insight provided by the world’s leading private bankers and wealth advisors, the survey provides a unique perspective on the property, investment and lifestyle decisions taken by UHNWIs.

Another unique dataset is Knight Frank’s proprietary Prime International Residential Index (PIRI), which provides a comprehensive update on the performance of the world’s 100 most important luxury city and second-home markets.

New for the 2020 edition of the report was the City Wellbeing Index, gauging the quality of life in 40 of the world’s most-liveable cities. This survey is particularly relevant, given the impact of the Covid-19 pandemic on property decision-making amongst UNHWIs, and will feature again in the 2021 edition.
THE WEALTH REPORT is a globally influential document. Read by some of the world’s wealthiest individuals and decision-makers, it features extensively in the media (please see page 7) and is backed up by an in-depth social media campaign and worldwide launch activity.

**Global Engagement**

- **40,000+** Emails Distributed
- **30,000+** Copies Printed
- **1,600+** Press Mentions
- **7,000,000+** Social Media Impressions
- **120,000+** Social Media Engagements
- **1,000+** Webinar Attendees
- **3,600** PDF Downloads
- **2,500+** Podcast Listens
- **147,000** Webpage Views
Global Coverage

Every year, The WEALTH REPORT launches around the world, often in partnership with wealth advisors and luxury brands, to audiences of UHNWIs and their advisors.

To date, as shown opposite, we have launched THE WEALTH REPORT in over 60 countries.
Global Reach
Partnership Opportunities

THE WEALTH REPORT is not sponsored by other organisations and does not feature advertising or any paid-for editorial content. Instead, we work with chosen partners each year to provide our readers with the highest quality data and insight from across the wealth industry.

Our data and insight contributors are selected based on their reputation and relevance to our global audience.

We also partner with carefully chosen organisations around the world to help introduce the report to a wider readership. These local partners – often leading private banks or wealth advisors who have participated in The Attitude Survey (see previous page) – will generally be involved with either a territory-specific launch event or will hold their own private client function.

Some of the benefits our report partners receive are:

◆ At-cost copies of the report to share with your clients and professional contacts. These can include some degree of branding such as customised dust jackets
◆ An association with what is now widely regarded as one of the world’s premier thought-leadership publications focusing on private wealth and prime property
◆ Potential press coverage – where appropriate, quotes from your local experts on specific topics covered by the report can be included in relevant territory-specific press releases
◆ The ability to share the report’s thought leadership with your clients and teams at exclusive bespoke presentations led by the report’s senior leadership team. See next page for more details.
◆ The opportunity to take part in, or commission, co-branded and co-presented events for your clients with THE WEALTH REPORT Team at Knight Frank, choosing from a range of digital platforms including social media live broadcasts, podcasts and webinars. See next page for more details.

Our chosen partners can opt to feature in select aspects of our launch calendar or we can develop bespoke digital or physical events for your client base.
As discussed on the previous page, one of the key benefits for private banks and other organisations who want to be involved with THE WEALTH REPORT is the ability to share its findings in a way that is tailored to the specific needs and interests of their clients looking to deploy capital into real estate.

THE WEALTH REPORT 2021 will launch via a global programme of activity, with physical and digital events across the world's main wealth hubs including London, Singapore, Hong Kong, Shanghai, Sydney, Mumbai, Dubai, Geneva, Monaco and New York.

Knight Frank’s Global Head of Research Liam Bailey, Rory Penn, Head of our Private Office, and other members of THE WEALTH REPORT team, will be presenting the report’s findings at these events. They will also be available to speak exclusively to your clients and teams at bespoke private forums.

In addition to the main findings of the report and how they impact the local UHNW community, the topics discussed can be fine-tuned based on the requirements of those attending. These could include in-depth coverage of specific property markets or sectors of interest – including alternative asset classes like investments of passion – or advice on particular investment or property management strategies.

Events can be for any number of people and in various formats, from large-scale digital presentations via webinar to exclusive meetings with individual clients.

The feedback we have received from previous such events is that they are highly valued by the clients of the hosting partner who appreciate being given access to this level of bespoke research and insight.
Meet our Global Wealth Experts

Rory Penn
Head of Private Office
Rory.Penn@knightfrank.com
T +44 (0)20 7861 1150
M +44 (0)79 6602 2273

Rory is Head of the Knight Frank Private Office where he advises and transacts for private clients and family offices across prime residential and commercial markets. Rory is one of Spears Magazine’s ‘Top 5 Global Strategic Advisers’ in real estate.

Rory (MRICS, IMC) was previously an investment manager at Grosvenor (the Duke of Westminster’s private property company) before moving to private equity real estate investor Palmer Capital, which manages real estate funds for major institutions including Schroders, Ariva, Henderson and the Wellcome Trust.

Rory set up leading prime London agency, VanHan, which he co-ran with Thomas van Straubenzee for 5 years. At VanHan, Rory and Thomas transacted on some of the most prestigious properties on the London market.

Rory and Thomas moved their business and client base to Knight Frank on 2018, where they now run the Knight Frank Private Office, helping clients buy and sell real estate in the UK and overseas.

Liam Bailey
Global Head of Research
Liam.Bailey@knightfrank.com
T +44 (0)20 7861 5133
M +44 (0)79 1980 3148

Liam is Head of Knight Frank’s global research team, which is headquartered in London but with key hubs in over 25 global markets. While Liam’s remit covers residential and commercial property research and insight – he has developed an unrivalled position as a commentator on luxury residential and wealth trends.

In 2008 Liam created Knight Frank’s signature publication THE WEALTH REPORT which has become the recognised authority on global property and wealth. THE WEALTH REPORT’s unique perspective on: property and luxury investment performance; wealth sizing; capital movements and trend forecasts has made it a must-read for the world’s leading wealth advisors and family offices.

Liam’s focus over recent years has been to ensure that Knight Frank have access to the best talent in research and market intelligence – leading to significant investment in data, analytics and geospatial technologies to enhance the insight delivered to clients across the property sector. The team collectively have the ability to support client requirements globally – with Liam able to direct resources to best suit these needs.
Find out more

For more information, or to request a copy of the report, please contact

SIOBHAN LEAHY +44 20 7861 5135
SIOBHAN.LEAHY@KNIGHTFRANK.COM

Read the report online at knightfrank.com/wealthreport