



香港唯一上市物业代理(1200)

THE MARKET

Midland Realty (Group) Co Ltd is the only joint-trade property agency in the Hong Kong market. The group has continuously worked to provide specialised property procurement services, becoming a representative real estate agency in Hong Kong.

Midland (China) Co Ltd was established in 1992 and focuses on domestic property sales and rental services. As the Chinese economy continues to grow, its real estate market has flourished. Midland (China) is developing especially well in China's important cities, with over 100 branches open in Beijing, Shanghai, Chongqing, Guangzhou, Shenzhen, Zhongshan and Foshan, and more moving into southern coastal cities such as Zhengzhou, Liuzhou, Chengdu, Changsha and Wuhan.

Every sector of Midland (China) has established independent branches, including the financial, legal, personal and administrative affairs; training and development; scientific and technological information; and communication enterprises sectors.



The number of employees at Midland now exceeds 1,350 people, making it one of the country's largest exclusive investment and foreign capital realties.

ACHIEVEMENTS

Now in its 12th year in the PRC, Midland (China) has earned an enviable reputation and become a highly esteemed property agency in every field. Recent awards include: the Excellent Real Estate Company Award, the Guangzhou Municipality Level One Real Estate

Company Service Award, and the Shanghai Golden Bridge Award for Most Dependable Enterprise Management Service in Real Estate.

Furthermore, since 2002, Midland Realty has three times been named a Hong Kong Superbrand, proving its rightful position as an industry leader.

HISTORY

Midland Realty was established in 1973 and officially became a licensed joint-trade company

in Hong Kong in June 1995, becoming Hong Kong's only licensed joint-trade property agency (market serial number: 1200). The group has consistently provided customers with housing, as well as industrial and commercial property services. It has thoroughly developed trust with businesses and customers, and earned many honours. As Midland thoroughly understood the potential in China's real estate market as well the business opportunities it presented, the group established Midland (China) in 1992 to provide domestic real estate trade and rental services.

Furthermore, in April 2000 Midland successfully set up purchases in Hong Kong, thus expanding Hong Kong's market share. That year, it also became involved with the Yangtze River



industry and American Express. Midland today plays a dominant role in stabilising the mortgage market and has made remarkable achievements in this area.

THE PRODUCT

Midland (China) offers an extensive range of services, including land planning, land encircling tactics, market investigations, in-depth research, business opportunity analysis and market research. It is devoted to providing the newest and most comprehensive information to the public, so that customers can quickly understand market information and make timely, informed decisions. With regard to residential planning and analysis, Midland (China) uses the unit's area, facilities and other aspects to formulate sales tactics, and also provides consultant services and ideas for trade, environmental protection and public facilities.

Moreover, Midland (China) provides a set of specialised sales and after-sales services, such as frontline staff training, customer service improvement and one-stop service to avoid conflict after sales. It also provides price adjustment ideas and house purchasing research statistics. With regard to vocational work and



trade management advice, Midland (China) provides pre-residential trade management and is involved in the moving process and following consulting services.

In terms of promotional and ad activities, Midland (China) also helps companies plan and implement ad ideas and schemes by providing publicity ideas for China's dynamic market and using new market research as a reference for setting reasonable prices in order to provide clients with the most profit. It also demands enterprises in the real estate market to use professional agents with an aim to increasing investor trust.

RECENT DEVELOPMENTS

China's economy continues to grow strongly, with some regions experiencing particularly rapid development. With a thorough understanding of the rare potential and opportunity in the domestic real estate market, the group established Midland (China) Co. Ltd. in 1992, which is devoted to real estate development in China's major cities. The group has already established branches in large cities including Beijing, Shanghai, Chongqing, Guangzhou, Shenzhen, Zhongshan and Foshan, and is also moving into other southern-coastal cities like Zhengzhou, Liuzhou, Chengdu, Changsha and Wuhan. Not only has Midland (China) been successful in Hong Kong real estate, it is also involved in initiating a new aspect of mainland China's real estate market: In addition to being the main force in planning high quality buildings on the mainland, it is also involved in promoting economic exchange between Hong Kong and the mainland.

PROMOTION

Even though Midland Realty has gained wide recognition, it continues to seek progress and to continuously upgrade its services. Consequently, it offers customers a variety of benefits and added value in its services. Members of Midland China, for example, enjoy



a range of benefits, such as being the first to visit and receive Midland Realty Agency's newest real estate information. These purchasing favours



have been made available around the entire country. Members may use the special hotline to inquire about Midland Realty's real estate

information, leasing lawyer fees, methods of calculating stamp tax, general information regarding common procedures and information on resident maintenance shops. They may also participate in special seminars and events. Publications such as *Midland China Information* help members stay up to date on real estate market information from around the country.

BRAND VALUES

Midland University Hall was established in early 1996, and in the middle of the year *The Land Agency Book from Heaven* and *Land Agency Questions and Answers* were published to train real estate specialists. Midland group uses an enterprising and self-motivated spirit to teach groups the culture of the company. This is aimed at cultivating talent, creating a management focused on avoiding long-term mistakes and inspiring staff to unite for the sake of the group. Secondly, the group is devoted to training internal staff to create outstanding talent in each area. Three aspects – demanding talent, inspiring talent, and combining talent – are used to ensure stable development. The group also provides a cooperative environment for each position, using logistics support to completely and properly protect Midland and create a more relaxing work environment.



THINGS YOU DIDN'T KNOW ABOUT MIDLAND

- Midland has been named a Hong Kong Superbrand three times since 2002
- Midland University Hall was established in early 1996, and in the same year it published *Land Agency Book from Heaven* and *Land Agency Questions and Answers*, making great contributions to the training of real estate specialists