

savills
第一太平戴維斯

THE MARKET

Savills plc is a renowned global real estate services company based in London with offices and partners spread throughout Europe, the Asia Pacific and Africa.

Savills China Co Ltd provides its customers with trade, retail, residential and recreational real estate consulting services. Other services include financial consulting, property and risk capital financing and finance services related to real estate. Savills has offices in Hong Kong, mainland China and throughout the Asia Pacific region, Australia, South Africa and Europe that provide comprehensive, high-quality services for all types of business worldwide.

Savills offers superior, comprehensive services and procedures. From market research to pre-opening advice, from mid-level agencies (including residences, office buildings, trade, and other types of markets) to real estate management, Savills supplies professional, specialised property services. Savills has built its success on a traditional multi-department co-operative working model which guarantees the company's effectiveness. Savills has adopted many specialised service standards and counts group cooperation as one of its most important characteristics.



ACHIEVEMENTS

Savills, an integrated real estate development company, entered the Shanghai market in the late



1980s and has become a respected name in China's real estate industry and considers that one of its greatest assets is customer support. Today, Savills is one of the market's best property service brands and a model service company.

HISTORY

Savills is the trade name for Savills plc's real estate services company. Savills plc was established in 1855 and is a global leader in international consulting and real estate agency.

Savills recently worked with the Trammell Crow Co to develop its area of expertise, increase the range of its personal services, create 244 offices and spread its global network to 19 countries. The Trammell Crow Co is a respected US multinational and a leading provider of real estate commodity services in North America.

The group is currently in charge of more than 83 million square metres of real estate worldwide. Regardless of what type of demands clients may have in China, Savills is capable of meeting their needs.

THE PRODUCT

Through its individual employee responsibility system, the Savills Real Estate Consulting Co Ltd can provide both private and multinational companies with a complete range of high-quality services that satisfy all customer needs. This includes Chinese customers' demands, local, regional, and international corporate needs, land assessment services, real estate management,

company property, investment, travel and recreation, rental and retail.

Real estate agency services are the core of Savills' business and has made Savills a recognised leader in real estate services in both Shanghai and Beijing. Savills' global office network is expanding the company's regional reputation for providing outstanding service.

Shanghai, as Savills' main office in China, provides real estate trade services and industrial real estate services, although it has not yet established an industrial department for this service.

As a result of Savills' growing reputation in the real estate industry, customers are beginning to seek their investment services. Be it providing real estate purchases or sales services, Savills has always worked closely with its customers and guaranteed them the greatest value. Savills provides China's investment groups with comprehensive regional real estate services including hotels, villas and other specialised areas.

One of Savills' basic services is management. Throughout its career in China, Savills has shown that it provides services and guarantees that are reliable and beneficial. Its strengths lie in real estate management, rental management and technical services. Savills' high quality services have raised both its property management capital and rental value.

From buying, selling or finding a residential property or an apartment complex to investing



and managing assets, Savills can help realise all objectives.

RECENT DEVELOPMENTS

With its establishment in China in the late 1980s, Savills now has years of experience in setting up office networks around China and has become China's leading residential real estate brand.

Savills' unremitting efforts to predict customer demands are the reason its rental sector has doubled in Shanghai and Beijing since the beginning of 2002. Besides these few powerful rental groups, the company also uses English, French, German, Mandarin and Cantonese to provide new residential and environmental services. Savills Beijing also offers services in Italian, Spanish and Fujianese, and Savills Shanghai offers Malaysian and Vietnamese.

The company has always been diligent in seeking and providing innovative services and adequate service sets that include relocation services, room searches, rental negotiations, rental management, lease extension and move-in services. Clients in China have complete access to all these services. Additionally, Savills' modern database provides multinational companies with

timely information on all types of leasing management.

PROMOTION

With its already established Retail Department in Shanghai, Savills has become a representative or partner for many local and international retail outlets. Based on present and future plans to develop and thoroughly understand retail demands, Savills carries out detailed retail research.

Savills periodically publishes research reports on the property markets in Shanghai, Beijing and Shenzhen to help policy makers formulate effective rental, purchase, and development tactics. Savills also provides the foundation for drawing research reports for customer demands and feasibility and to satisfy special needs.

The Savills Property Development Department works closely with its company's research groups to guarantee that its customers receive well-conceived plans and timely suggestions. Savills works hard to increase satisfaction among proprietors and renters in the business property field, and every department can provide complete transaction services for sales

and rental consultation. With this stable background, Savills can make sensible real estate policies and formulate effective tactics.

Savills services cover office buildings, retail shops and industrial property for the entire real estate market.

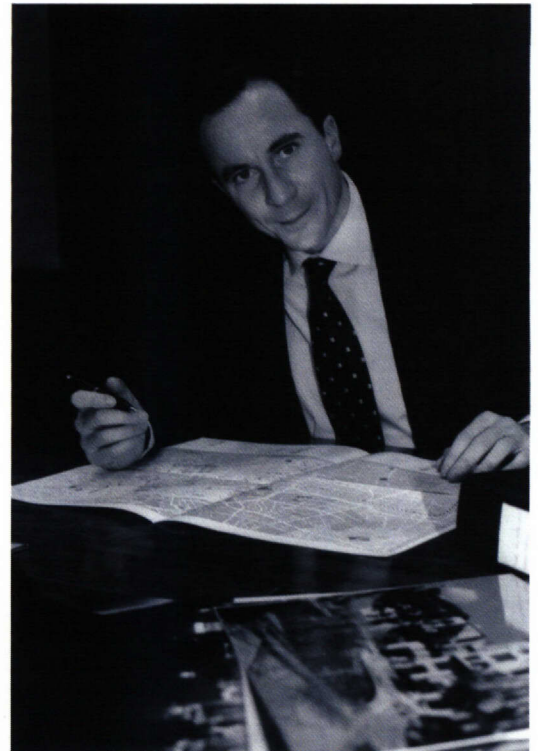
Savills has outstanding special development departments and construction trade networks which are crucial investment sources for Savills' customers.

Savills provides both local and regional ideas, and the company's international networks and cooperation enable it to develop real estate investment activities worldwide.

BRAND VALUES

The Savills Real Estate Management Co Ltd in China has provided specialised management services and trade management for an area of more than 6 million square metres. This integrated real estate strategy is part of Savills' efforts to maintain its reputation for excellence and to achieve the greatest compensation in value. Savills constantly assesses its standards in service quality in order to ensure that it meets the highest management standards for the trade.

By focusing on real estate management, rental management, technical support services and other extensive high quality aspects, Savills will raise the value of capital and rent for all property under its management.



THINGS YOU DIDN'T KNOW ABOUT SAVILLS

- Savills can provide services in China in English, French, German, Mandarin and Cantonese. In Beijing, it can also provide speakers of Italian, Spanish and Fujianese. In Shanghai, it also offers Malaysian and Vietnamese speakers
- Savills' real estate management department manages about 150 million square inches of land in China