

MARKET RESEARCH REPORTS WITHOUT DATA, IT'S JUST AN OPINION

**SUCCESSFUL
BUSINESSES
WORLDWIDE
CONDUCT MARKET
RESEARCHES
PERIODICALLY AND
STAY TUNED TO THE
CHANGING MARKET
TRENDS TO RETAIN
THEIR COMPETITIVE
EDGE**

Why Is Market Research Important In Real Estate?

The Real Estate market is very large and compatible with changes that individuals and corporates can waste their time and get misleading information from the larger market.

Individuals do not have the time, money or energy to keep up with the unpredictable market changes. Keeping pace with price changes, market movements and competition, is a full-time job in itself. The permanent success of new businesses is based on regular market research done by their owners to understand their target market, identify consumer problems, pinpoint realistic competitors, to keep up with market trends and maintain competitive edge by sizing opportunities.

There is more diversification in Egyptian real estate than any other country in the region. In Egypt, the real estate market is locally oriented and each market has its own unique behavioral pattern.

International development consultants such as Coldwell Banker Commercial Advantage assist in mapping investment hotspots and understanding its vital parts for investors, end users, developers and company owners.

Market research reports provide an understanding of the market and an insight into the most affordable and profitable locations for investment, price trends and the classifications of the Egyptian real estate market.

Do the necessary research, study, and analysis before making any investment decisions, and learn how to keep your thumb on the market pulse.

Doing that can be a challenge in itself, so where do you turn for the right information? Objective data isn't always the most apparent or popular. That is why you need to utilize a power team. There is a responsibility to know the right plays to make, as the market is constantly shifting.

Market research reports utilize data from different perspectives within the local market to help you take the right investment decisions.

**LEARN MORE
BEFORE YOU
INVEST**



“Before you invest, make sure you understand the risks & the potential impact that any investment might have on your overall financial goals.”

THE IMPORTANCE OF MARKET RESEARCH

- ❑ Market research replaces excessive reliance on intuition and complacency due to past success in real estate decisions. There is a misconception that offering new developments creates their own demand. In everyday language, some market players believe that if they "build it, (buyers / renters) will come".
- ❑ This attitude towards real estate developments can lead to costly failures such as empty shopping centers or office buildings. The problem with this approach is that intuition replaces the systematic search for evidence of demand for an apartment complex, administrative building, or shopping center before mobilizing resources for its development.
- ❑ Given the large amounts of money and bank loans used by investors in these projects, failure to establish evidence of demand for an asset will lead to problems for the developers, banks and investors alike.
- ❑ Thus, market research protects developers, investors and property managers from costly investment and development failures.

Primary Research

- ❑ Monitor the effectiveness of sales, existing business practices, the quality of services, and the tools used for communication
- ❑ Assess the current market competition by evaluating the business plans of the competitors

Secondary Research

- ❑ Collection of already published data to create a company database that helps in situation analysis
- ❑ Devising strategies for benchmarking and to help in determining the market segments that a company should target



Benefits

- ❑ Identify the problem areas in the business
- ❑ Understand the needs of existing customers and why they choose the project over competitors
- ❑ Identify new business opportunities & change market trends
- ❑ Recognize new areas for expansion, and increase customer base
- ❑ Discover potential clients and their needs
- ❑ Set achievable targets for business growth, sales, and latest project trends
- ❑ Make well-informed market decisions about the services and develop effective strategies

Some developers and real estate investors fail to realize the importance of market research; which is a vital component to assist businesses with all the essential information and making wise decisions and valuable insights into shifts in the economy, competitors, ongoing market trends, demographics, and customers' expenditure. Developers who lack the knowledge or underestimate market research prior their investment can threaten the outcome.

Therefore, market research is the most important component of real estate investment studies, as it forms the basis of each calculation and its decision.

DO THE NECESSARY RESEARCH, STUDY AND ANALYSIS BEFORE MAKING ANY INVESTMENT DECISIONS

Coldwell Banker Commercial Advantage help you understand competitors' strategies, determine relative position in markets, leverage market insights strategically to maximize competitive advantage. Our Market Research services provide insights to answer an array of business questions on competitors, market size and targeting acquisitions. We take you through the whole cycle, supporting your investment journey in all or any of the market research stages.



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