



cyprowealth

Our knowledge,  
your wealth

**Real-Estate  
Advisory  
Services**



# REAL-ESTATE ADVISORY SERVICES

Being at the forefront of the international real estate industry we have a unique and thorough understanding of the marketing tools, investment vehicles and sales channels to take any development from concept to completion while delivering the required results to our clients.

This is where we, at Cyprowealth, are fundamentally different. Our dedicated project team works with you throughout the implementation, ensuring that we are not just recommending what to do but we actually do it for you.

## WHAT EXACTLY DO WE DO?

- Devise genuinely innovative strategic solutions for each real estate investment
- Offer a breadth of expertise and can call upon extensive market-wide knowledge
- Our whole approach is about integration, collaboration and trust
- We assemble the right team to match the clients' needs and budgets
- Unlike our competitors, we always find solutions, as we are not bound by past processes
- In order to improve and innovate we constantly strive to evolve our thinking and methodology
- We have access to many routes to market and are not reliant on an individual database



## **WORKING WITH OUR CLIENT**

We work with our Clients to make each and every venture a resounding success, and to lay the foundations for a mutually beneficial business relationship.

We at Cyprowealth are committed to assisting our clients to achieve their goals by engaging with investors and promoting real estate projects that have been vigorously evaluated by us.

Investors and Pension Funds carefully consider at the risks of investing and acquiring property assets for development purposes.

We further support our Clients to evaluate any asset at the initial stages of their enquiry by undertaking the preparation of Due Diligence Report which analyses the general characteristics and planning policies and statutory compliance of the asset.

## **OUR BUSINESS MODEL**

Our business services aim to support our Clients and to identify key issues and strategies to help drive successful development projects.

The objective is to engage with potential investors and build appropriate network contacts. Large-scale capital-intensive projects seeking investment have never had to operate in a more challenging environment.

Both commercial investment and private equity demand high levels of assurances as to commercial success.

We will ensure that our Clients set a strategy to engage with investor objectives addressing issues relating to “AIDA”, that is:

**Attention** – key to initiating investor dialogue

**Interest** – vital to driving investor dialogue

**Desire** – establishing investor buy-in

**Action** – towards statement of intent and due diligence, leading to an investment agreement

## **HOW WE MANAGE PROJECTS**

We have an extremely structured approach to evaluate projects, we see all of our project work as collaborative and we look to align the interests and satisfy the needs of the stakeholders in the project at every stage.

At Cyprowealth we take time in the initial planning process to put together a credible and robust plan with realistic deliverables.

## **RESEARCH**

We believe in an extremely thorough approach to the research phase of our work, gathering the right information and market intelligence - essential in order to develop an in-depth analysis and appraisal of the proposed development and where it is positioned in a highly competitive and crowded marketplace.

We want to get things right first time so we reduce time spent further down the line with the associated unnecessary costs.



## **MARKET OVERVIEW**

Without a thorough understanding of the market and the fundamentals within it, our team would be unable to build a bespoke proposal for the investment.

Global and local markets are now highly changeable and throughout the project our team will keep abreast of market conditions and trends that will positively or negatively impact on our proposal, allowing us to react quickly and efficiently.

We appraise the local, regional and international markets to identify the macro-economics and fundamentals within it; armed with this information we can develop an understanding of buyer markets, demand and demand drivers.

## **COMPETITOR ANALYSIS AND PRODUCT COMPARABLE**

As part of our 'market overview' we will research which other developments are being sold and the wider market applicable.

It is important to know who are Clients are up against and by profiling the competition's strengths and weaknesses we can formulate an action plan.

In this part of our research we can identify and tailor the development package to give it that edge over the competition and give the market what it needs.

# **CONTACT US**

PANCYPRIAN TELEPHONE: 7000 1044

INTERNATIONAL: +357 25 365 365

FAX: +357 25 365 333

EMAIL: [INFO@CYPROWEALTH.EU](mailto:INFO@CYPROWEALTH.EU)

## **HEAD-OFFICE**

134 MAKARIOS III AVENUE,  
3021 LIMASSOL, CYPRUS

## **NICOSIA BRANCH**

88 MAKARIOS III AVENUE,  
1077 NICOSIA, CYPRUS

[WWW.CYPROWEALTH.EU](http://WWW.CYPROWEALTH.EU)