

Positioning study for business property projects

Carried out on behalf of developers (ARCHON GROUP, BOUYGUES IMMOBILIER, EIFFAGE IMMOBILIER, SEFRI-CIME, SILIC...)

Object:

Before becoming formally involved in a project, buying land or switching assets, developers or investors need to calculate and validate the sale price estimate on which to base their property proposal.

Though they should be brief at this stage, analysis results should be sufficiently clear and accurate to be able to back up a decision.

Method:

GRECAM's database, which it created 25 years ago and has been managing ever since, contains the very best information, regularly updated, on the available supply and transactions in markets for offices, mixed premises, warehouses and workshops in Ile-de-France.

Rapid evaluation methods have also been created to analyse the performance and features of the various markets and to set out the criteria for positioning every type of product.

Results:

A clear, concise analysis that helps to highlight the strengths and weaknesses of a project with regard to the situation of the market into which it fits, and to formulate price assumptions.

