

Others Describe, We Analyze

Meaning = we think! Critically, Inquisitively, and Independently

Method = from 3 angles; namely Quantitative Analysis + Reasoned Intuition + Common Sense

Why set up this analytical service? = because we cannot find a satisfying yet independent analytical service, thus we set up one ourselves

What is the difference between us and real estate data and information sources such as agencies-brokerages? = we focus on analyzing the relevant data and information, NOT on collecting and providing such data and information

What is the difference between us and other real estate research-analytical-econometric-forecasting services?

First, we develop our service from a literally 'down-to-earth' brick and mortar real estate development foundation versus a purely economics and research based background i.e. we have a good understanding of the real estate business process; be this development, investment, management, or marketing.

Second, we have strived through several economic-financial-real estate crises and we have come to appreciate the immense impact which MACRO (economic) factors have on the performances of individual portfolios and projects, hence our decision to engage in real estate analytics.

Third, while we have developed a few mathematical frameworks for analysis, we do not have a proprietary quantitative theory and model(s) to which we have to adhere and use in each and every analysis inflexibly. We do not believe there is any fool-proof one-size-fits-all quantitative model, at least not to date.

Quantitative analyses range from simple to sophisticated, micro to macro, and focused to comprehensive. We would suggest the best appropriate methods based on the available resources, scales of investment, complexity of tasks, and the like.

Can quantitative analysis capture all or most eventualities? NO and this is why we generally ask for modest fees from our clients and customers. Randomness still plays a part in business and investment. IF we have a 100% profit-guaranteed sure-win model, we would use a very different compensation system or even operational mode. Business is business!

We DO think our service helps clients and investors identify some, not all, of the possible investment treats, tricks, and traps, and thus devise ways where feasible to tackle them. Do NOT smear at this relatively limited benefit, an investor who makes a little more and loses a bit less than his or her competitors will become much bigger than the competitors in the longer run.

Use our real estate analytical service:

- 1) When you have no or little clue as to which real estate markets, sectors, or projects to pursue
- 2) When you and your colleagues-partners have different views and are in a decision deadlock
- 3) When you require a good second opinion just to eliminate further risk