

SS10004-China Big 4 Cities: Where are the Better Returns & Lower Risks?

Content

Executive Summary

A) Market Performances

- 1) Residential
- 2) Office
- 3) Retail

B) Volatilities and Risks

C) Correlations

D) Return and Risk Combinations

E) Add Correlation Considerations

Overall total charts and tables: 10

About Soufun: The Soufun Group (SFG) is one of the, if not the, most prominent real estate news, data, and information service groups in China and provides real estate intelligence services to real estate developers, investors, corporations, multinationals, and related professionals. SFG also operates the very popular real estate news, data, and information website www.soufun.com which covers over dozens of real estate cities and markets in China and also manages and operates the China Real Estate Index System (CREIS), which is one of the most authoritative real estate indexes in China. SFG provides the bulk of the data and information contained in this study.

About Zeppelin: Zeppelin Real Estate Analysis Limited focuses independent real estate analysis, investment strategy, and portfolio allocation.

Together with Zeppelin Property Development Consultants Limited, the Zeppelin Group (ZPG) is involved in real estate development, investment, and management in China including Hong Kong, and offers services related to asset, project, facility, and marketing management.

Properties and projects handled include residences, offices, retail complexes, industrial facilities, and hotels / resorts.

Clients and customers include real estate developers, investors, funds, financiers, multinationals, public listed companies, corporate occupants, and civic organizations from local and abroad.

Apart from offering professional services, the Zeppelin Group also develops and operates a real estate knowledge website www.real-estate-tech.com through which it intends to share real estate knowledge and ideas with interested parties. There are now close to 1,000 content items including research articles, investment analyses, market commentaries, technical passages, charts, and tables, written in English and / or Chinese, and are read by tens of thousands worldwide, and some of these content items have been / are published in other media including prominent newspapers and websites from local and abroad. Much of the content contained can be accessed freely without registration. We also welcome enquiries from related media sources in terms of content usage, publication, cooperation, and / or subscription, and we also welcome enquiries from potential corporations and businesses in terms of website sponsorships. Some of the pertinent web-pages are listed as follows:

Quarterly Newsletters = http://www.real-estate-tech.com/zeppelin_real_estate_tech.htm

Simple to Read Articles = http://www.real-estate-tech.com/zeppelin_simple_read_stuffs.htm

Challenging Articles = http://www.real-estate-tech.com/zeppelin_challenging_stuff.htm

Chinese Articles = http://www.real-estate-tech.com/hkej_enter_page_s.htm

Use of Web Content = http://www.real-estate-tech.com/copyright_and_use_of_our_content.htm

Web Sponsorships = http://www.real-estate-tech.com/zeppelin_standard_rates.htm

In addition, we also produce the following types of publication which may be obtained via fee subscription through our e-commerce facility at PayPal:

- 1) **Real estate research and analytical reports**, with a China focus, ad hoc or regular basis
- 2) **Real estate financial spreadsheets**, easy to apply and time and effort-saving
- 3) **Real estate technical tutorials**, explaining complex concepts in a digestible format
- 4) **Real estate e-books**, compliment to academic text

http://www.real-estate-tech.com/zeppelin_to_order.htm

<http://www.real-estate-tech.com/creis/>

Special to news media = our Managing Director Mr. Stephen Chung has years of experience and track record as a prominent real estate writer contributing independent-angle, critical, professional, yet interesting and easy to read articles to various media sources, reflecting his 20 years+ real estate development, investment, and management experience in China, USA, and Canada, professional attribute, academic excellence, and wit. He has also delivered lectures and talks to universities and business associations and had been interviewed by the Asian Wall Street Journal and Radio Hong Kong. Stephen would be happy to contribute his writings, analyses, articles, and other works for publication subject to mutual agreement.

For detail, please visit these web-pages or contact:

http://www.real-estate-tech.com/zeppelin_about_us.htm

http://www.real-estate-tech.com/zeppelin_key_executives.htm

Stephen Chung (Real Estate Analyst, Writer, and Speaker)
BS BBlDg(HKU) MS in Real Estate(MIT) MRICS MHKIS MAACE PQS RPS(QS) F.PFM NAREIT
Managing Director, Zeppelin Real Estate Analysis Limited
Director of Assets, Zeppelin Property Development Consultants Limited / Zeppelin Group
Email: stephenchung@zeppelin.com.hk
Phone: 852-24106610 Fax: 852-24013084

Address: 7/F, 20-24 Kwai Wing Road, Kwai Chung, New Territories, Hong Kong